Registered at the G.P.O. as a newspaper.

JUNE 25th, 1954.

9d. weekly. 40/- a year.

Furnishing World

and Furniture, Bedding & Upholstery Manufacturer

THE WEEKLY JOURNAL OF THE FURNITURE & FURNISHING TRADES

The FAMOUS "DUCHESS" SUITE

an outstanding example of Tibbenham Furniture. This suite together with our complete range is permanently on view at our showrooms.

Frederick Tibbenham Limited

ADAM HOUSE · ONE FITZROY SQUARE · LONDON · W.1

The Suite of the Year

CHELTENHAM REGD. DESIGN

Here is the 'Cheltenham', acclaimed The Dining Room Suite of the Furniture Trades Exhibition. The soft and pleasing lines are further enhanced by the rare combination of figured and pencil stripe walnut veneer. Finished in the newest of colours, 'Autumn Leaf'.

It's the Best...

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Smee's 3/54

BLUE RIBBON FURNITURE

CONSISTENTLY ADVERTISED—CONSTANTLY DEMANDED

PUT·U·UP

WORLD'S MOST FAMOUS SETTEE-BED

SUITES

PUT·U·UP Kingbed

PATENT APPLIED FOR

WITH SPRING INTERIOR MATTRESS

Bodiline

TRADE MARK PATENTED

FULLY ARTICULATED CHAIRS

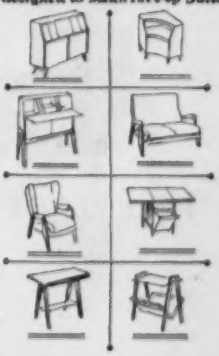
Blue Ribbon Living Room Furniture

One of the New National Advertisements

Let **PUT·U·UP** *solve your housing problem, too!*

From good furnishers

Some items from the Blue Ribbon Living Room Furniture Range designed to match Put-u-up Suites



Insist on a genuine

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Manufacturers Wholesale only **GREAVES & THOMAS LTD., CLAPTON, E.5** AMherst 3366 (10 lines)

Associated with John McGregor & Sons Ltd., Glasgow

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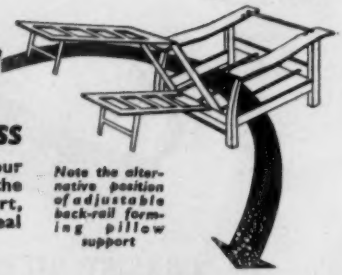
The 4 WAY Chair

means bigger business

Simplicity in adjustment to the four positions is the attractive feature of the Williams 4-Way Chair—built for comfort, smart appearance and sales appeal



Note the alternative position of adjustable back-rail forming pillow support

J. WILLIAMS (HIGH WYCOMBE) LTD.
DESBOROUGH PARK ROAD, HIGH WYCOMBE
Telephone: 197

T EMPTING AND L UXURIOUS

FIRESIDES & DINING CHAIRS

Dignified appearance, sound construction, luxurious ease and comfort make the 'Weymouth' Chair, illustrated, a quick selling line. Like all T and L furniture it is a fine example of British craftsmanship.

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Dining Chairs & Firesides

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HIGH WYCOMBE

Specialists in Dining and Fireside Chairs

Oakridge Chair Works Ltd.

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After the Season's over.....

(or thank goodness for the wholesaler)

6c Portland Street,
Ilfracombe, N. Devon.

In a seaside town such as ours, we experience a dreadful slump in trading after our summer season is over, so we have to curtail our buying, and rely on quick service for special orders.

The help and co-operation of certain wholesalers in the Midlands in dealing with these small orders has been of immense value to me.

Manufacturers often are indifferent to our position and do not appreciate our need of a quick delivery. It will be a sad day for small retailers when we cannot depend on the wholesale warehouse to supply the many lines we have to stock.

Edward Norman.

(Published in "Men's Wear," 5th December 1953, and reproduced with their kind permission and that of Mr. E. Norman.)

A LETTER WELL WORTH READING

BETTER TRADE through your WHOLESALER

WTA — WFDA

THE WHOLESALE TEXTILE ASSOCIATION, 75 Cannon St. London, E.C.4

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Registered Trade Mark

CONTEMPORARY CARPETING

introduced by

A. V. HUMPHRIES LIMITED

has been awarded the

GOOD HOUSEKEEPING

☆ SEAL OF GUARANTEE ☆
NUMBER 2151

"MOSSETTE"

is available in

PASTEL SHADES OF

BRONZE, MUSTARD, PEONY RED, LIME GREEN, MUSHROOM, KINGFISHER BLUE, CASTLE GREY

Widths: 54", 36", 27" and 18"

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This is one of an eye-catching series of gay, lively, lavish, full-page, full-colour BMK advertisements which will appear in leading magazines and journals throughout 1954.

At the same time, hard-hitting, value-stressing, 'more-for-your-money' BMK advertisements will appear in popular weeklies and monthlies with a total readership of many millions.

YES—BMK are backing you this year with two advertising campaigns—film colour shorts in cinemas all over the country, reaching an audience of 29,000,000; half-hour programmes on Radio Luxembourg twice a week, reaching an audience of 3,000,000; and show-cards in full-colour on London's Underground Railways.

GUARANTEED ALL WOOL PILE

CARPETS & RUGS

BLACKWOOD MORTON KILMARNOCK

WRITE FOR ILLUSTRATED BROCHURE AND PRICE LIST

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DESBOROUGH AVENUE, HIGH WYCOMBE, BUCKS

PHONE: HIGH WYCOMBE 356

THE COUNTY SUITE. A distinctive dining suite comprising 4ft. 6in. Sideboard, with preformed doors, 3ft. x 3ft. extending 5ft x 3ft., bulbous leg table and four chairs. Polished medium Oak colour or selected shade.

EST. 1907 GARLAND FURNITURE HW

H. W. GARLAND & SONS LTD

DESBOROUGH AVENUE HIGH WYCOMBE Telephone: HIGH WYCOMBE 356

DINING ROOM SUITES

No. 401. Sideboard 4 ft. Decorated with Blonde Australian Walnut veneers. In Agba and other Hardwoods. Sliding Doors. Fitted with adjustable shelves and Cutlery drawer with movable divisions.

No. 400. Dropleaf Dining Table. 4′ 6″ x 2′ 6″ x 2′ 6″ high. Top decorated with Blonde Australian Walnut veneers. Constructed in Agba and other Hardwoods. Fitted piano hinges and pullout support.

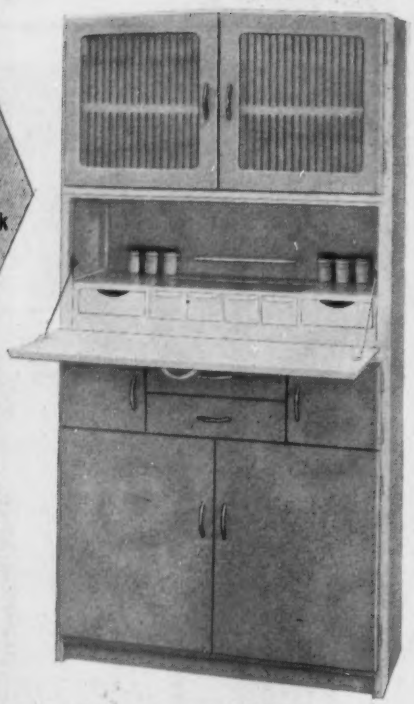
No. 403. In Hardwood, toned to match. Seats upholstered in Honeycombe pattern material.

Prices and illustrations showing the full range of Occasional, Bedroom and Dining Room furniture will be sent on application.

HERBERT E. GIBBS LTD First Avenue, Montague Road Edmonton, N.18 Edmonton 5111/2/3

This Hygena cabinet has everything!

- Bread bin
- Cake bin
- 2 linen drawers
- Cutlery drawers
- Enamel or Formica work top
- Spice tubes & egg rack
- Cereal boats



THE *Dorchester*

High quality fittings, simple elegant lines and first-class design distinguish the DORCHESTER. Ample food storage space combined with room for work ensure its popularity with modern housewives.

B S 1960

Hygena

HYGENA CABINETS LIVERPOOL LTD.,

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. . . . . but of course he couldn't break a Seven Years Guaranteed Mirror made by :—

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An unCommon Wealth of Comfort

from the ERCOLion

NO. 244

My Cromwellian chair has all the solid virtues of its namesake, but enhances them with more than a touch of luxury. Its extra-long seat of foam rubber, cushioned on cable springs, those cunningly shaped arms, the draught-excluding wings, conspire together in the cause of deep, old-fashioned comfort. Sanderson period linens clothe the chair with fitting richness and set off to perfection the dark antique waxed oak finish of the legs and arms. Roundheads *and* Royalists would have rejoiced in this chair and so, for that matter, will your customers, especially when you mention the very reasonable price.

FURNITURE INDUSTRIES LTD ERCOL HIGH WYCOMBE · BUCKS

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FROM A SINGLE UNIT TO A COMPLETE INEXPENSIVE KITCHEN

MORE THAN 40 PLANNED BEATALL UNITS ARE AVAILABLE

Sink Units. With tops in vitreous enamel steel, in White, Cream, Green and Blue; R. or L. H. Drainer, two cupboads and drawer.
No. 204. 36" x 42½" x 18½" - - £14 12 8
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Retail Price

- KITCHEN CABINETS
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- WALL CUPBOARDS
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Tested to ★ 1856 BRITISH GOOD HOUSEKEEPING INSTITUTE GUARANTEES REFUND OF MONEY OR REPLACEMENT IF NOT IN CONFORMITY WITH THE INSTITUTE'S STANDARDS

★ NEW AND ENTIRELY DIFFERENT!

THE BEATALL FOUR-FOLD CABINET

is designed for the benefit of women everywhere. It can be used as a Shoe Tidy, Step Stool, Kitchen Seat, Child's High Stool or Occasional Table. It is an essential space-saver in every home. Finished in pastel shades of cellulose enamel.
Size 25" high, 14" wide, 12" deep.

95/-

FIXED RETAIL PRICE

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FOR THE BEDDING AND FURNISHING TRADES

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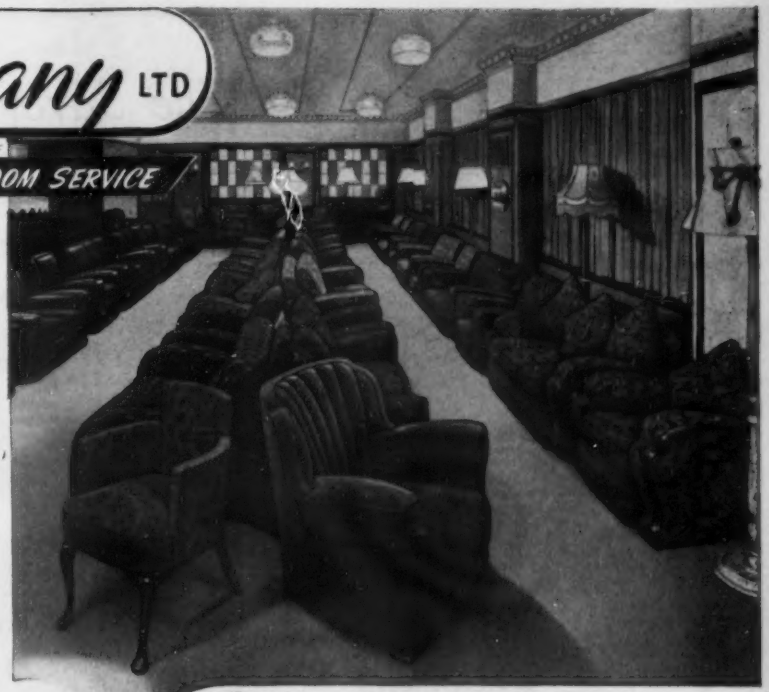
have always been the outstanding features of our products. We invite you to send your customers to our showrooms where our expert salesmen will be pleased to show them our full range of designs and materials



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Introducing . . .

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'Vynide' REGD. *for modern furnishing*

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'Vynide' in an attractive tweed effect in yellow and black was chosen for this contemporary television chair designed by Robin Day and manufactured by Hille & Co. Ltd., Watford.

For further information and samples of the new range of 'Vynide' materials write to:

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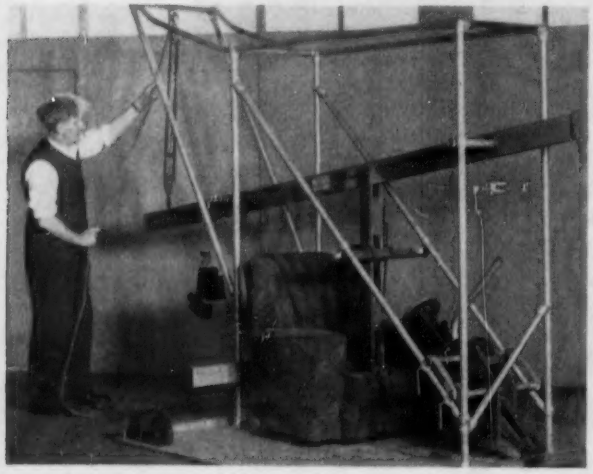

Quality speaks for itself..

As rom June 15th all upholstered furniture made by Merit of Leeds will carry the Kite Mark. A reproduction is shown of an actual test taking place in our factory.

Merit Chair Frame Manufacturers Ltd., as always, will continue to give their now famous guarantee for workmanship, both on upholstery furniture and nursery furniture,

Representatives will be pleased to call upon you in response to your valued enquiries.

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IN THE WHITE, OR FINISHED TO MATCH MANUFACTURERS' OWN SIDEBOARDS AND TABLES

NEW RANGE OF
CHAIRS Type Symbol 172

ALSO COMMODE CHAIRS

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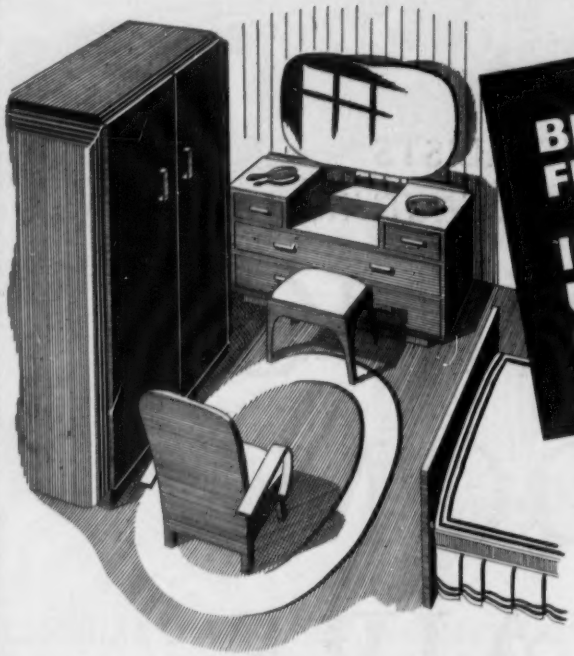

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INDIVIDUAL UNITS AND FITTED ROBES

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ESTABLISHED 1869
B. CARTWRIGHT & SON, LTD.
MENDY STREET
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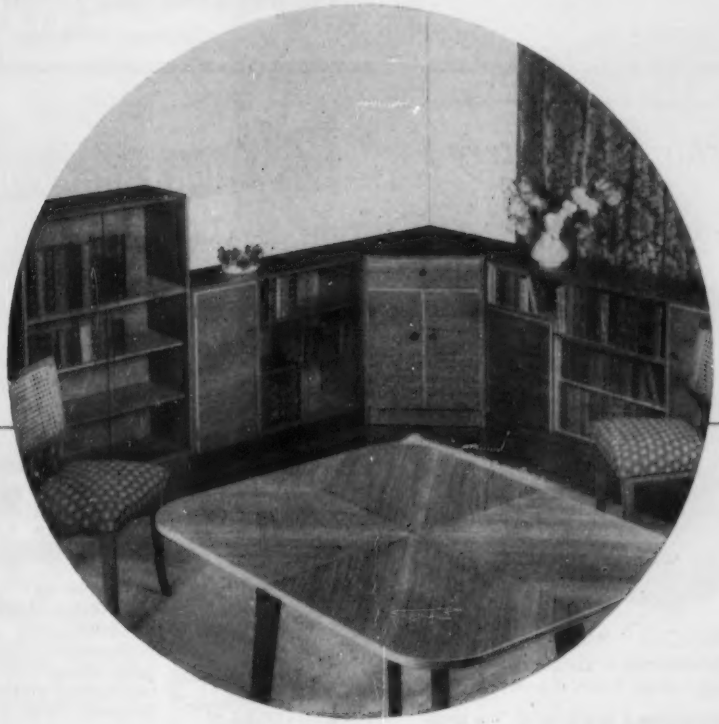
TELEPHONE 500

CASTLE

unit furniture

in modern pencil stripe walnut



Designed to suit the individual taste in furnishing either a single room or an entire flat. Pieces can be arranged in a variety of groupings, and any unit may be added as the need arises. Strongly constructed and beautifully finished to emphasise the attractive walnut stripe veneer. Interiors in mahogany.

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with Latex Foam Cushion covered in moquette

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39½ GUINEAS

The "WESTBURY"

This suite is unsurpassed for finish, construction, and price. Can be supplied in three shades, matt, medium, dark oak.

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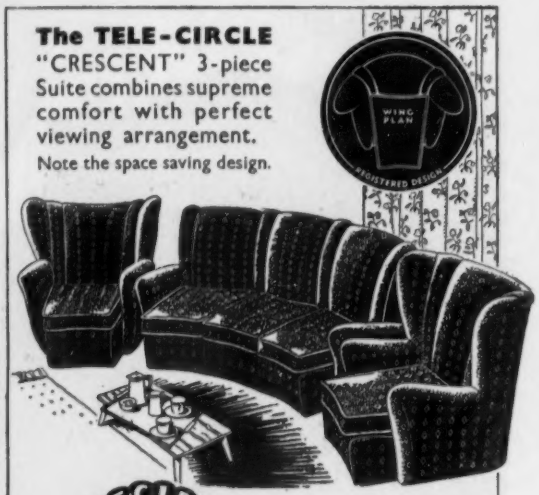
Note the space saving design.



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CHAIRS or SETTEES can be obtained separately.

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In attendance Mr. Sam Richardson and Mr. Leonard Purnell

Craftsmen in wood, all manner of fine Cabinet work, Chairs, Mantelpieces and interior woodwork, Ship and Church furnishings.

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FURNITURE SHOWROOMS
Serving the North

We are Furniture Manufacturers and Makers of the

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SPRING INTERIOR MATTRESSES

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HIGH CLASS
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3-PIECE SUITES and FIRESIDES

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Manufacturing Upholsterers

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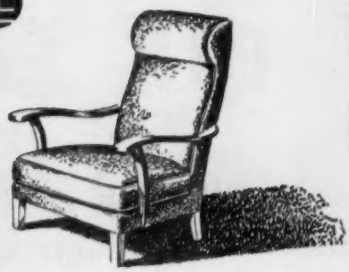
Telephone: High Wycombe 635

SPECIALISTS IN

DINING CHAIRS

AND

FIRESIDE CHAIRS



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AND

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It's so easy to sell Linovent

THE PERFECT UNDERLAY

to every lino customer

. . . and make a double profit!

Every customer for lino is a customer for LINOVENT—the perfect Underlay for lino. LINOVENT smoothes uneven floors and floorboards, prevents damp, stops draughts and gives a soft, silent, carpet-like tread to lino wherever it is laid. Our NATIONAL ADVERTISING makes LINOVENT widely known and appreciated. Just mention it when selling lino and make a double sale! LINOVENT retails at 2/- per square yard and Trade terms are generous.

WE SEND ALL OUR CUSTOMERS TO YOU!

Every reply we receive from our extensive National advertising is passed on to you. At the same time, we send name of nearest LINOVENT stockist to the enquirer.

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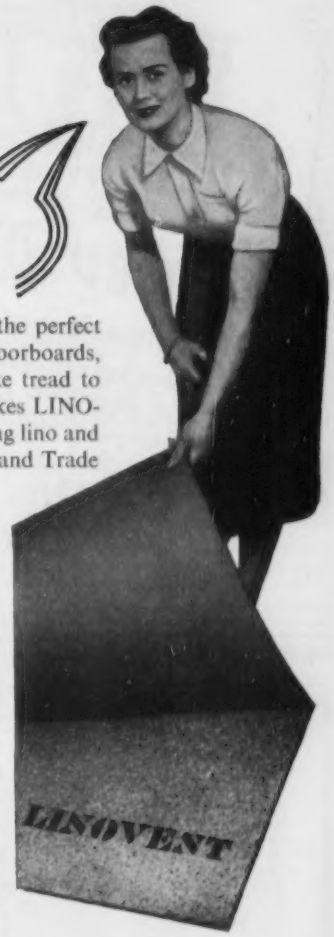

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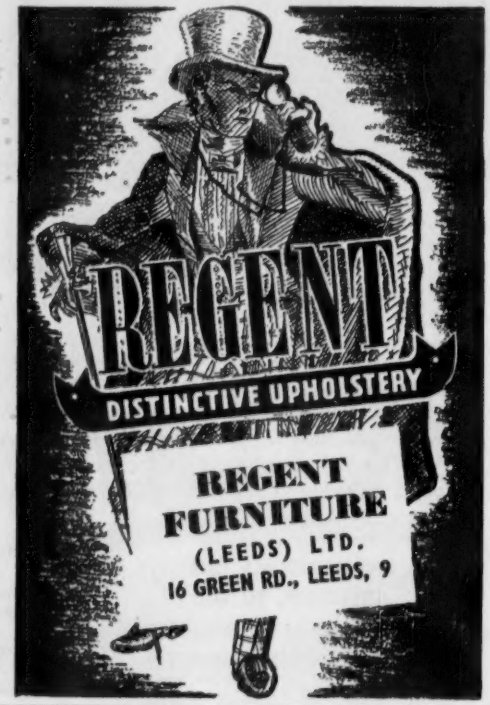

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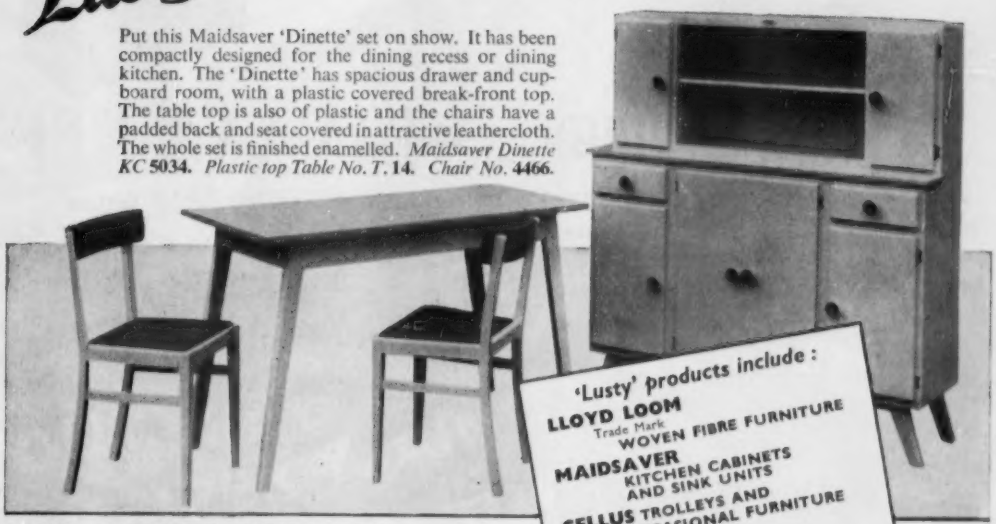

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Vol. XXXVII. No. 700 JUNE 25, 1954

Furnishing World

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Neale Bros. Buy James Baildoms

IT is announced by Neale Bros. (Holdings), Ltd., that they have bought the old established furnishing business of James Baildom & Sons, Eastgate, Louth.

A new company is to be formed to take over the business with Mr. James Baildom and Messrs. R. M. & E. H. Neale as directors.

This is the seventh retail furnishing company owned and controlled by Neale Bros. (Holdings), Ltd., in Lincolnshire and district.

G.U.S. Bid For Welsh Store

GREAT Universal Stores has offered to buy at 10s. 6d. each the 208,000 5s. stock units in Evans & Allen, the Newport, Mon., store. Acceptance in full of the bid would thus require £109,200.

In addition, G.U.S. will pay £22,000 to certain Evans' directors as compensation for loss of office. A formal offer is to be circulated shortly.

B.o.T. To Summons Bedding Firm Under Marks Act

IN the House of Commons last week Mr. Henry Strauss, Parliamentary Secretary to the Board of Trade, announced that proceedings under the Merchandise Marks Act were to be taken against Downland Bedding, Ltd., the makers of the Downland Curlew full-size down pillow.

Furnishing World understands that the case will be heard at Tower Bridge Police Court, on July 1.

J.I.C. Issue Cost-of-Living Payments Schedule

A SCHEDULE of minimum hourly payments under the National Labour Agreement for the furniture manufacturing trade has been issued by the British Furnture Trade Joint Industrial Council.

The schedule shows changes in supplementary cost-of-living allowances from the beginning of the first full pay week in July.

B.S.I. Bedding Standard Is Too Low—*N.W. Chairman*

Permits Sale of Very Poor Goods

At the annual meeting of the North Western Section of the National Bedding Federation. Left to right: Mr. D. P. Moorhouse (J. H. Moorhouse and Co. (Woolvo) Ltd.), Manchester; Mr. Frank Ramsey, federation secretary; Mrs. E. L. Stone, secretary and manageress, Llama Bedding Co. Ltd., Liverpool; Mr. Harry Burgess (Burgess Bedding, Manchester); and Mr. W. A. Harrison, (Harrison and Jones, Ltd., Liverpool)

CONTENDING that the B.S.I. standard for bedding was too low and had permitted a tremendous amount of very poor bedding to be put on the market under the guise of B.S.I., Mr. T. Hindle, chairman of the North-Western Section of the National Bedding Federation, told members at their annual meeting in Manchester last week that some of the bedding was nothing more than glorified rubbish. He added:—

"By that I mean rubbish under the dressed-up shiny raiment of rayon ticking on the outside, with the result that there has been a definite development in the trade of price cutting, people vying with each other to produce a cheaper mattress.

"If the B.S.I. is to mean anything the standard will have to be raised to exclude what the manufacturers in the trade consider to be inferior bedding.

"Together with this there must be an adequate amount of publicity. It has been suggested, and I agree, that at the present time perhaps a strengthening of the B.S.I. standard is more important before publicity is introduced, but until the retailer and the consuming public as a whole know the B.S.I. standard is something they must ask for, then it will not work.

"In this area we have tried hard for publicity, but were out-voted for the time being. It is important that in the near future a publicity scheme is started whereby we can drive home to the public the need for buying bedding of a standard."

(continued over page)

Description Pitfalls Under Merchandise Marks Law

BSI Terms May Not Be Exact Under Act

(*from previous page*)

During the course of a discussion concerned with the question of B.S.I. specifications in relation to the Merchandise Marks Act, Mr. Frank Ramsey, secretary of the Federation, explained that it could not be assumed that the B.S.I. description would be all right under the Act.

On the specific matter of hair filling, where 75 per cent hair could be described as hair-filled for the purpose of B.S.I. standards, this would not do under the Act which laid down that the term used must be correct and not misleading.

Danger of "Hand-Made"

Reference was also made to the use of the words "hand-made," and Mr. Ramsey said that it had become associated in the public mind with an exclusive product far superior to any other that could be bought.

If the words "hand-made" were applied to a product of bedding it would mean that the spring unit was assembled by hand, the padding laid on to the unit by hand and stitched on by hand, and so on. For example, if the padding was stapled to the unit or stitched on by a machine process, then the words "hand-assembled" or "hand-built" must be used.

Broadly speaking, said Mr. Hindle, the words "hand-made" were rather dangerous, and it would be better if they were not used for a general method of assembly in a factory.

Mr. G. K. Latimer, president of the Federation, took the view that there were many cases in which most firms were vulnerable at present. It was the custom to designate the headboard as either oak or walnut, but counsel had considered that this definition was wrong because in most cases the headboard was not of the same timber throughout.

Correct Description

The correct description would be "Wooden headboard, exterior veneer oak (or walnut)." Manufacturers should go through their price lists, descriptions and catalogues, to ensure that they had the correct designation for their products.

"While he thought that some prosecutions might be brought under the Act next year, Mr. Ramsey believed that on the whole the Act would be beneficial to the industry when it had got into full swing.

Reference was made to the practice of Government departments placing contracts on the terms of the lowest tender, irrespective of the B.S.I. mark, and Mr. Hindle claimed that this was discouraging the maintenance of standards which the Government itself had asked the industry to introduce.

Nottingham Firm's 150th Anniversary

THE 150th birthday of Jessop & Son, King Street, Nottingham, and the firm's 21st anniversary as a branch of the John Lewis Partnership, was celebrated with an informal cocktail party at the store last week, attended by the Lord Mayor and Lady Mayoress of Nottingham, the Sheriff of Nottingham, the Sheriff's Lady, senior members of the staff and trade representatives.

The business was founded in 1804 by John Townsend at small premises in Long Row, Nottingham. Successively the firm was known under the styles of Townsend & Daft, Daft & Kirk, William Daft, Daft & Jessop, Zebedee Jessop, William Jessop, and finally Jessop & Son, in 1880. In 1897 the business was removed to King Street, and in 1933 was bought up by the John Lewis Partnership.

Guests were welcomed by Mr. B. Henry (managing director) and Mr. O. B. Miller, deputy chairman of the John Lewis Partnership.

From left: Mr. H. T. Page (group furnishing manager, John Lewis Partnership), Mr. B. Hopewell (Hopewells Ltd.) and Mr. G. A. Capper (general manager, Wm. Rhodes Ltd.) at the 150th anniversary celebration cocktail party of Jessop and Son.

F.D.C. Planning Course at Bristol

LAST Monday 63 students from 56 furniture manufacturing companies and kindred organisations gathered at Wills Hall, Bristol University, for the Furniture Development Council's course on Production Planning. Their status ranged from managing director to apprentice, and a few had come from the Continent. A *Furnishing World* reporter is with them.

An organised approach to production planning is being followed in the course, which ends to-morrow (Friday) afternoon. It includes lectures and demonstrations, a factory visit, films and a great deal of practical work in groups.

Our "Management Ideas and Techniques" pages will carry full reports from the course, beginning July 9.

Wilton Agency Wanted In South Africa

G. S. ROGERS (Pty.), Ltd., manufacturers' representatives of 9 Leyds Street, Johannesburg, have advised the United Kingdom Trade Commissioner, Johannesburg, that they would like to obtain sole agencies for Wilton carpets and body of all grades and linoleum. This firm already represent United Kingdom manufacturers of A0, A1, A2 and A3 quality rugs, and they wish to complete the range by the addition of agencies for other types.

G. S. Rogers (Pty.), Ltd., whose head office and sample rooms are at Johannesburg, also have offices in Cape Town and Durban. They hold a number of United Kingdom agencies in a variety of trades.

Manufacturers interested in this enquiry should communicate direct with the South African firm, giving full details of their products.

Flood Damage at Lydney

Serious flood damage, due to the heavy week-end rains and a burst culvert, is the subject of a report by worried tradesmen to Lydney Council and Gloucestershire County Council. At the large furnishing stores of J. S. Watts & Son, in Newerne Street, more than £500 worth of damage was done to floor coverings and furniture in the store.

The manager, Mr. S. L. Cole, said if it had not been for the help of the Lydney Fire Brigade at 4 o'clock in the morning of Sunday, much more damage would have resulted.

Big Expansion at Islington

LATEST development now in hand by Islington Furnishing Co., Ltd., 335-337 Upper Street, London, N.1, is a large-scale expansion scheme for their branch at 62-64 Fore Street, Edmonton, N.18.

Interior alterations in progress include the erection of a new showroom extension at the back of the ground floor and the provision of spacious upper showrooms.

As a result of this scheme the existing display space will be trebled.

Layout of departments at this enlarged branch will give a general show of furniture and upholstery on ground level, with sections for bedding, kitchen furniture and floorcoverings occupying the first floor. There will be a separate section for New Elizabethan furniture.

Mr. P. H. Taylor, a director, told a *World* reporter that it is hoped to have the premises ready for an official reopening early next month.

Branch manager is Mr. A. H. Sayers, who has been in the trade for 23 years.

New Premises For Bridgwater Firm

R. Slocombe & Sons, Ltd., the Bridgwater firm of cabinet manufacturers and woven fabric furniture makers, have purchased the extensive factory premises of the Bridgwater (Somerset) Manufacturing Co., Ltd., at Monmouth Street, Bridgwater.

It is understood that Slocombe's intend to transfer to Monmouth Street, in August, the whole of their business now carried on at St. John Street and New Road, Bridgwater.

Open For Business

Mr. Leonard Bloom opens the doors of his new retail furniture store in Hockley Hill, Birmingham, (story in May 21 issue.)

No Northern Exhibition For Next Year

Earls Court Will Open On February 14

THE date has now been fixed for the 1955 British Furniture Exhibition at Earls Court. This will be held from Monday, February 14, to Thursday, February 24, 1955, inclusive.

The exhibition will be open to the trade from 10 a.m. to 6 p.m., February 14 to February 18 inclusive, and from 10 a.m. to 9 p.m., February 19 to 24 inclusive (omitting Sunday, February 20).

The general public will be admitted from 10 a.m. to 9 p.m. on February 19, and from February 21 to 24 inclusive from 2 p.m. to 9 p.m.

There will be no Northern Exhibition during 1955, so that Earls Court will be the only B.F.M. exhibition.

Positions for stands will be allotted by ballot, separate group ballots being held for each of 18 specified size groups ranging from 200 to 6,500 square feet.

Intending exhibitors may apply only for these sizes, which are based on applications in past years.

For previous exhibitions each ballot group had an upper and lower limit, some fairly wide apart, and exhibitors were sometimes allotted space much bigger or smaller than they required. The new arrangement is intended to overcome this difficulty.

Provisional dates for the ballot, which will be held at the Holborn Restaurant, are September 21 and 22, 1954.

Mr. R. C. Sunley, chairman of B.F.M. Exhibitions, Ltd.

A separate part of the hall from that used by the furniture and bedding manufacturing is being reserved for exhibitors from ancillary trades.

Completed application forms for space in the exhibition should be sent to the Organising Managers, 1955 British Furniture Exhibition, 641 Grand Buildings, Trafalgar Square, London, W.C.2. (Whitehall 0568.) The closing date for applications is July 24, 1954.

Police Control Crowds at Glasgow Opening

POLICE, mounted and on foot, were needed to hold back enthusiastic crowds numbering hundreds who gathered outside the new branch of The Clydesdale Supply Co., Ltd., at the junction of Argyle Street and Oswald Street, Glasgow, when it was formally opened by radio and TV star Eamonn Andrews last Friday.

The new premises have transformed a hitherto drab corner of Glasgow. An amusements arcade formerly occupied the site which is only a few yards from the famous (to Scotsman) "Hielan'man's Umbrella"—the Central Station road bridge.

Not only is this new walk-round store ideally sited as far as city transport is concerned, but it will cater for all income groups and tastes in the city.

The new branch is Clydesdale's eighth in Glasgow, and although at the moment restricted to ground floor and basement (of similar dimensions), there are plans to build at least another storey.

Rumour Denied

We are informed by Glaziers, Ltd., High Street, Mold, North Wales, that there is no truth in a rumour that Ridings Stores, Ltd., are negotiating for the freehold and goodwill of the properties and stores owned by Glaziers.

A new shop has been opened by Riley's, soft furnishers and household linens specialists, at 366 Chiswick High Road, London, W.4.

Somnus Golf Match Made £135

THE firm of William Rhodes, Ltd., Leeds and Nottingham held their annual invitation golf match in aid of the F.T.B.A., at Sand Moor Golf Club, Leeds, last week. There was a field of 33 golfers playing for the Somnus Centenary Golf Trophy and some 52 customers, suppliers and friends of the company sat down to dinner later.

Results were: Winner of the trophy—Mr. K. Walters, son of Mr. L. Walters principal of E. Walters & Son, Ltd., furnishers, Felling-on-Tyne. His score was gross 96—24—72 net. The runner-up prize was won by Mr. H. Beattie, manufacturer's agent, Nottingham. His score was gross 87—13—74 net.

The prize for the best gross score was won by Mr. R. Croskin of Langtons, furnishers, Hull, with a gross score of 83 playing off a handicap of 3.

At the dinner Mr. J. L. Kitching of Leeds acted as impromptu auctioneer of several gifts and the total proceeds of the effort to be handed to the F.T.B.A. will be £135.

Merseyside's Motor Rally

Arrangements have been completed for the motor car rally to be held by Merseyside area F.T.B.A. on July 4.

The time of starting will be 11 a.m. one-and-a-half miles out of Chester an the Wrexham road; the finish will be at the Red Loan Hotel, Bickerton.

Prominent London Furniture

Checking the final arrangements are: left to right, Mr. G. Stechman, Mrs. Edna Sinclair, Mr. George A. Hensher and Mr. Arthur G. Hensher.

ON Tuesday of last week, in real "Hensher" weather, the ninth annual golf tournament of the London area, F.T.B.A., was held at the Berkshire Golf Club, Ascot.

The day was, as usual for this event, a fine one, and more than 90 members of the trade competed, 50 per cent of them from the retail side. The prizes were presented by Mr. Stanley W. Perring, F.T.B.A. president.

Here are the results:

C. G. Woodworkers Cup, C. Mathewson (guest).

Montague Jacobs Cup, F. B. Allpass (Ellis & Co.).

Martin Cup, N. Fifield (Bluestone & Elvin).

Luxury Cup, J. C. L. Oxer (Luxury Upholstery).

Montrose Cup, A. P. Wrighton (F. Wrighton).

F.T.B.A. Trophy, I. Shrager (Shrager Bros.).

Roberts Cup, K. S. Wrighton (F. Wrighton).

L.F.M. Trophy, A. Hubbersgilt (A. Hubbersgilt Ltd.).

Oxer Cup, J. J. Stanbury (John Wood Ltd.).

Sterling Cup, J. Milborrow (guest).

Foursomes Cups, A. R. Danks (Russell Cook Ltd.), L. R. Cook (Vitafoam).

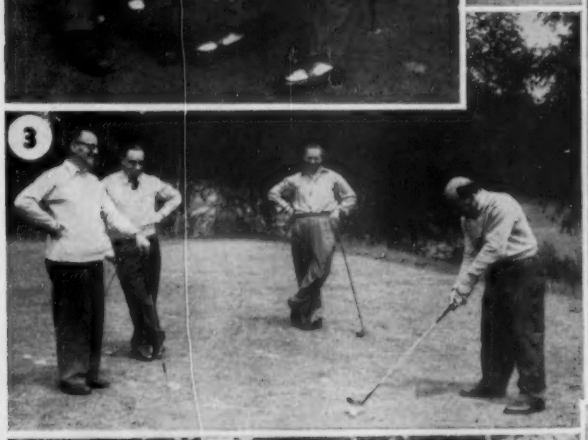
Runners-up Foursomes, L. Griffin (Times Furn. Co. Ltd.), A. G. R. Beck (Bernard Parker & Co.).

Putting Competition, G. A. Hensher (George Hensher Ltd.).

At the Buyer's Benevolent Association's golf tournament at Sunningdale last week were: (left to right) Mr. F. G. Hands, director of W. Hands & Sons, Ltd., Wycombe; Mr. N. Jenns, chairman of Norman Heal, Amersham; Mr. F. W. Smith, director, H. H. Smith & Son, Wycombe.

The pictures on the facing page, were taken at last week's London F.T.B.A. golf meeting. They show (in each case from left to right) 1. Mr. S. Kloss, Mr. B. Lazarus, Mr. Morris Steinberg, Mr. R. Saxby. 2. Mr. Frank Austen, Mr. A. H. Terry, Mr. B. M. Letsky, Mr. A. Saxon. 3. Mr. F. J. Paramor, Mr. H. S. Wolff, Mr. W. H. Pretty, Mr. N. Austen. 4. Mr. Alan Wrighton, Mr. F. N. Cohen, Mr. F. King, Mr. J. C. L. Oxen. 5. Mr. Jack Angel, Mr. Arthur Gray, Mr. David Rose, Mr. Jack Summers. 6. Mr. Dick Hensher, Mr. W. E. Wrighton.

Men Hold Golf Meeting For F.T.B.A. At Ascot



Viewpoint

THE pitfalls of the Merchandise Marks Act continue to be a subject for discussion by those engaged in the furniture industry. Only last week the North Western Section of the National Bedding Federation was warned by Mr. FRANK RAMSEY, national secretary, that certain trade terms, which had been used for years, could, under the Act, be described as misleading. For instance, Mr. Ramsey pointed out that where a mattress filled with 75 per cent hair could be called hair-filled under the B.S.I. standard, this would not do under the Act, which held that the description used must be exact.

Similarly the words "hand-made" are held to imply that the article concerned is hand-made from start to finish. If any machine process is used in the manufacture then the term "hand-made" may not be used.

★★ Furniture manufacturers find themselves in a similar position. Furniture which in the past has been described as oak, walnut or mahogany, must now be said to be veneered in those woods, unless, of course, it is made wholly of them. This subject is all the more important because infringement of the Merchandise Marks Act may lead to prosecution of the firm concerned by the Board of Trade, with all the publicity that such a case would be given in the National Press, thereby giving ammunition to those who are always only too ready to throw mud at the industry as a whole.

It is, therefore, more than ever important that every furniture man should describe the goods he sells with the strictest accuracy. In the long run the Act will probably be a good thing for the industry. It will take a little time to get used to it and in that interim period there are bound to be some offenders, unwitting though they may be, but by and large it may be said that the Act will eventually protect the reputable manufacturer as much as it protects the customer.

Readers' Viewpoint

K-Mark Upholstery Cloths

The Editor,
"Furnishing World."

SIR,—Almost everywhere the Kitemark scheme has been welcomed as a genuine effort to effect a much needed improvement in standards in the furnishing trade as a whole.

I am writing with regard to the marking of upholstery fabrics, we all know that everyone in the upholstery trade is inherently honest but if pieces are marked with the usual "string type of ticket" in the case of a nasty query tickets have known to be "lost," and I can envisage awkward difficulties.

I suggest therefore that British manufacturers "mark the selvege of their products:

"This fabric complies with B.S. 1960, Part 5: 1954, Appendix K."

This could be done every, say, 5 yards—the Continental manufacturers would soon follow suit where necessary.

Yours, etc.,
OSMAN SLATER.

Forest Hill, S.E.23.

Wycombe Revives Its Trade Show

Revival of the annual High Wycombe and District Trades Exhibition is to take place this year and will be held at the Town Hall, High Wycombe, from October 12-16. This local event was last held in 1938 and attracted an attendance of nearly 30,000.

High Wycombe furnishers who have booked space are Hull, Loosley & Pearce, Ltd., 120-123 Oxford Road; Gardners, 17, 19 and 28 Frogmoor; and Murrays (High Wycombe), Ltd., White Hart Street.

Mr. Alexander Gordon, a cabinet maker and upholsterer in George Street, Aberdeen, is removing to new premises at 20 Crooked Lane, Aberdeen.

Demonstrations Drew More Customers

"CHOOSE your mattress and see it made," was the invitation extended to customers at Lewis's, Ltd., Bull Street, Birmingham, last week. This offer from Vono, Ltd., of Tipton, was part of the store's 98th birthday celebration event.

The process was performed by a staff of five, who demonstrated mattress-making, including pre-building, covering, tape-edging and tufting.

A 12-needle border machine was also in use to illustrate the sewing of the border.

Those who accepted Vono's invitation saw their mattress made in half-an-hour.

Another demonstration which attracted many interested customers was one of upholstery. Here they could see a three-piece suite completely upholstered from a bare frame. Then, if they wished, they could buy it.

There was also a special display of "Vono" convertable, interior sprung furniture, and a competition in the bedding department where the public were invited to estimate the weight of a roll of cotton felt on show.

On another stand customers were given a free sample of 1001 carpet cleaner by Mr. J. Robinson, demonstrator and consultant of P.C. Products, Ltd., London, who make 1001 exclusively for Lewis's.

To Help Furniture Trade in Wales

As part of a campaign to improve the prestige of Welsh furniture, the "Western Mail" published a 4-page supplement recently.

This supplement was devoted entirely to the activities of the industry in Wales, and to support this the directors of Christie-Tyler, Ltd., and Western Upholstery, Ltd., gave a cocktail party at the Angel Hotel in Cardiff. There were some 60 people present, including many civic dignatories, most of the leading retailers, and manufacturers in the principality. Among them were the deputy Lord Mayor of Cardiff, 1954; the Lord Mayor of Cardiff for 1953; Mr. H. L. King, sales manager of Christie-Tyler, Ltd., and Western Upholstery, Ltd.; Mr. George Williams, M.C., managing director of Christie-Tyler, Ltd., and Western Upholstery, Ltd.

The business of John Cornish, furnishers, 12 Swiss Terrace, Belsize Road, London, N.W.6, has closed.

personally speaking...

NEWS OF PEOPLE YOU KNOW

Double For A Film Star

FILM star George Sanders has a double. He is **Rowland Hartrick,** managing director of the Lush Furniture Company, Birmingham. Mr. Hartick's resemblance has been of assistance to him on several occasions. When in Germany recently, he was mistaken for Sanders in a restaurant. "I got much better service as a result," he says. Mr. Hartrick visited a number of German furniture making factories and was amazed to see the heavy jobs given to women.

☆ ☆

HIS many friends up and down the country will be pleased to learn that **Edwin Bailey,** the popular secretary West of England and South Wales Furniture Manufacturers' Association, is now out of hospital after an operation. After a spell back in his office, he is taking his annual holiday. "I shall regard that as my convalescence," he told me.

☆ ☆

IN the John Lewis Partnership **H. A. Turner** has been appointed manager of the furniture, bedding, carpets, removals and storage departments at Peterborough.

☆ ☆

ON Sunday a cricket match was played by teams from Dancer & Hearne Bros., Ltd., Penn Street, Bucks, and Jentique, Ltd., Dereham, Norfolk. Dancer & Hearne Bros. scored 135 for 7 declared **(M. Slade** 70 and **E. W. Hearne** 26) and Jentique made 88 for 10 (R. Wallace 22). The match was drawn. Guests were **John Smart** and **Bill Cooper** of Jentique and **W. B. Hearne** of Dancer and Hearne Bros.

Salesman Honoured By The T.U.C.

TO be nominated for the 1954 T.U.C. men's gold badge award is **Matt. Jones,** a salesman in the Birmingham Co-operative Society's main store furnishing department at High Street for 14½ years. The T.U.C. makes two such awards each year—one to a man, the other to a woman—for outstanding service to the Trade Union movement. Mr. Jones is voluntary secretary of the West Bromwich branch of U.S.D.A.W., and a former president of the Birmingham branch. He also is a member of the Furnishing and Hardware Trades Wages Council.

☆ ☆

A WELCOME visitor to Britain is **Ernest Hearn,** who came last week to the B.F.M. General Council meeting to convey the good wishes of Australian furniture manufacturers. Mr. Hearn, when president of the Australian Council of Furniture Manufacturers, was one of the principal guests at the first B.F.M. Convention at Leamington in 1949. He is now a vice-president of the Associated Chambers of Manufacturers in Australia.

☆ ☆

AFTER nearly ten years as manager of the furniture department in Park Road, Peterborough, of Peterborough and District Co-operative Society, **J. E. Lovell,** will be leaving in July to take up a similar post in a Manchester store.

☆ ☆

THE Gold Albert Medal of the Royal Society of Arts has been awarded for 1954 with the approval of the **Duke of Edinburgh,** President of the Society, to **Sir Ambrose Heal,** of Baylin's Farm, Knotty Green, Beaconsfield, "for services to industrial design." Sir Ambrose, who is 81, is head of Heal & Son, Ltd. In 1939 the Council of the Royal Society of Arts recognised the outstanding quality of Sir Ambrose's work as a designer by appointing him a Royal Designer for Industry (R.D.I.), an honour which is limited to not more than 40 living recipients.

Nomad

A Smile with Betts

"Well, there must be something wrong with my arithmetic, Boss—every time I stow it into a three-piece suite, I keep getting two pieces over!"

Wake and Dean Auditor Stands Trial Over Debenture Issue

Charges Of "Misleading Statements"

THE trial was continued at the Old Bailey this week of Hubert Clive Stone, 58, former auditor of Wake & Dean, Ltd., furniture manufacturers, of Yatton, near Weston-super-Mare, Somerset, on charges concerning debenture stock issued by the company.

He is alleged to have induced Ralph Francis Patrick Ross, Neville Hamlin Williams, and others to enter agreements for the acquisition of, or subscription for, £300,000 four-and-half per cent first mortgage debenture stock issued by Wake & Dean, Ltd., by making a statement that current assets for the year ended June 30, 1950, were £641,607, which he knew to be misleading, false or deceptive.

Alternate charges relate to the same transactions and the same statement. The prosecution allege that he made the statement recklessly.

Stone is further charged with attempting to induce persons to enter into agreement for the acquisition of the stock by making a statement which he knew to be false, misleading or deceptive.

Roland George Rogers, of "Tralooe," Yatton, Somerset, said that since 1939 he had been responsible for buying timber for the firm.

Asked if he could give a figure of how much timber was in store in June, 1950, Mr. Rogers said: "It would have been about 100,000 cubic feet. That would not include plywood."

Figure Far Too High

Prosecuting counsel (Mr. Norman Skelhorn, Q.C.): There is a valuation put on timber stores as at June 30, 1950—the figure of £468,000—what do you say about that?—I was amazed when I was told that. It was far too high.

Counsel: If it should be said that at June 30, 1951, there were 366,000 cubic feet of timber in the company's store, would that be correct?—No, sir. I don't think it would be correct at any time.

Cyril George Curtis, of St. Vincent's Rocks, Bristol, gave evidence of being told by Percy William Wake, that profits for the years ending June 30, 1951 and June 30, 1952, were not enough.

Mr. Skelhorn had referred to a figure of £30,000 and asked Curtis: "Do you know where that figure came from?"

Curtis: "From the July sales, 1951."

Mr. Skelhorn: "Why were you taking figures for July sales for the year ending June 30, 1951?"—"I was instructed to do so by Mr. Wake at the time the balance sheet for 1951 was shown to him. We were discussing the balance sheet for that year.

Answering a further question, Curtis said that Wake had said they would have to borrow some more assets because the balance sheet figure did not show enough profit.

Counsel asked if a figure was to be found in the ledger for £48,000. Curtis replied that figure referred to sales for July, 1952, and part of August.

Counsel: When you borrowed £48,000 was anything done about the £32,000 which you had borrowed the previous year? Was it paid back?—I understood the reason for borrowing the £48,000 was so that we could repay the £30,000.

On Tuesday Mr. Russell Leslie Tillett, of Westwood Ho, Abbotswood, Guildford, senior partner of Russell Tillet & Company, chartered accountants, said that for many years his firm were registrars of Wake & Dean, Ltd.

On September 23, 1952, he was visited by Mr. Cyril George Curtis, who brought an invitation asking him to become chairman of the company.

Following that interview, he went to the company's premises at Yatton about a week later, to look round before giving a decision.

"I had always been a little bit concerned as to the size of the stock figure and I went there to see what three quarters of a million pounds worth of stock looked like."

Agreeing that he was not an expert valuer of timber, Mr. Tillett said: "I felt I could not see three quarters of a million pounds worth or anything like it."

George Hopkinson Give £5,250 to F.T.B.A.

Mr. C. Argyle Garbutt, managing director of the George Hopkinson Organisation, presenting a cheque for £5,250, representing voluntary contributions by the 8,500 staff, to Mr. Stanley W. Perring, president of the F.T.B.A. From the left are: Mr. Perring, Mr. M. H. Coupe (Nottingham area F.T.B.A. president) and Mr. Garbutt.

A CHEQUE for 5,000 guineas was presented, on behalf of the 8,500 staff of the George Hopkinson Organisation, to the F.T.B.A. at an informal ceremony at the organisation's headquarters, Talbot House, Nottingham, last week.

The cheque was received by Mr. Stanley W. Perring, national presilent of the F.T.B.A., from Mr. C. Argyle Garbutt, a director of the Great Universal Stores, Ltd., and managing director of George Hopkinson, Ltd., and allied companies.

Mr. Garbutt explained that the cheque represented entirely voluntary contributions from the staff of 485 branches throughout the United Kingdom for the year ended March 31, augmented by a subsidy from the company. He could almost guarantee that a similar sum, certainly not less, would be forthcoming year after year.

Among those present representing George Hopkinson Organisation were Mr. F. James (financial director), Mr. L. Burbidge (director-secretary), Mr. W. Mason (director and general manager, Northern Division), Mr. S. Burge (director and general manager, Midlands Division), and Mr. E. A. Robinson (general manager, Southern Division).

Hardys Open 46th Branch

Last week Hardy & Co. (Furnishers), Ltd., opened their 46th store at 67 Balham High Road, London, S.W.12.

The opening ceremony was performed by Mr. J. Etherington, a director of the firm. Manager of the new branch is Mr. W. Gunson.

Garner & Somerford, Ltd., soft furnishings specialists, 47 Church Road, Enfield, Middlesex, have enlarged their branch at 115 The Broadway, Mill Hill, N.W.7. Buying is conducted at Enfield by Mr. E. Garner, managing director.

RETAIL SELLING PLANS

"Fresh Homes For Old" Is New London Exhibition Cry

AN exhibition with a practical, down-to-earth approach is the Ministry of Housing's "New Homes from Old Houses," which opened last week at Holles Street, Oxford Street, London, W.1, and will remain open for nearly three months.

As reported in our last week's issue, the site for the exhibition has been lent by John Lewis & Co., Ltd., and the Partnership has also furnished one of the show flats. Other flats have been furnished by the Women's Voluntary Services and by Ealing Studios.

3 Homes Out of Two

The purpose of the exhibition is to encourage the improvement and conversion of thousands of older houses all over the country, which are in danger of serious deterioration but which are structurally sound. Grants are available for this work, both to encourage the conversion of one-family homes into flats for two or three families, and for the modernisation of houses which would not lend themselves to conversion into flats.

To show how modern flats can be made from many of these older houses, the exhibition reproduces a typical group of early 19th century terrace houses in St. Pancras, London. These houses are like many to be seen in all parts of Britain—some too large for to-day's needs, others lacking modern amenities. One house has been left in its original state, and the cumulative effects of age have been skilfully reproduced by Ealing Studios. The result is not a caricature or "period piece," but a home where a family has lived for some fifty years, adding to their original possessions, but more recently forced to neglect necessary improvements because of lack of money and the effects of illness and old age.

Most of the furnishings in this house have been bought from second-hand furniture shops or departments, at very low cost.

The next two houses have been converted into one, and three self-contained flats made from the pair of houses. The cost of the conversion work would be about £785 for each flat, if done in the London area, and less than this amount in provincial towns. Up to £400 for each flat could be paid for by a Government grant.

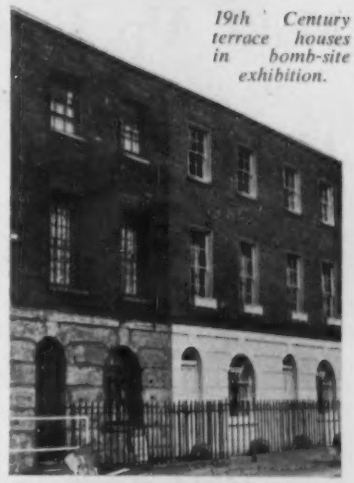
One of the flats has been furnished by the Women's Voluntary Services on a "make do and mend" basis, with very pleasing results. The W.V.S. bought the furniture second-hand, painted it, and made new covers for chairs and cushions. The carpets are new, and curtain fabrics all costing under 10s. a yard come from Peter Jones, Ltd. The complete furnishings have cost less than £225.

John Lewis Show-flat

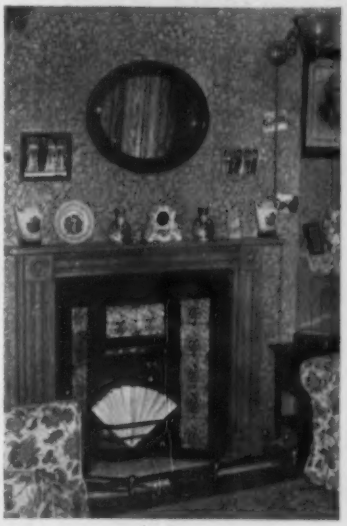
The first-floor flat has been furnished by John Lewis & Co., Ltd., in New Elizabethan style, with a blending of pieces of older furniture and pictures. The flat is planned for a man and wife with an unmarried daughter living with them, and the family income is estimated at about £10 to £15 a week.

This flat has been furnished for less than £500—the amount fixed by the Ministry. This figure excludes

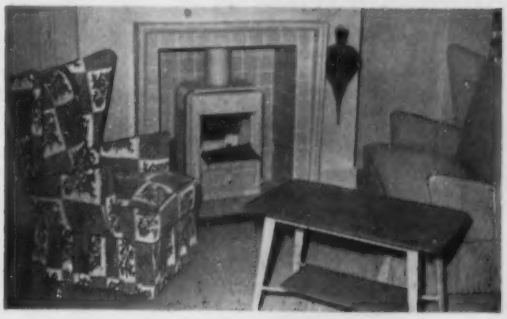
(continued on page 47, col. 3)



19th Century terrace houses in bomb-site exhibition.



Firesides of to-day and yesterday, in the Ministry of Housing's exhibition. Right: old style, furnished by Ealing Studios. Below, left and right: new style, furnished by the W.V.S., and the John Lewis Partnership respectively.



Display Feature No. 8

Make Up Colour-Mix Cards

By Anthony Stevens, F.R.S.A., F.B.D.A.

AN understanding of the possibilities of colour selection and application can only be acquired by those people who realise the necessity of doing practical colour application as well as the theory. Artists and designers have to do it as part of their training; display people, too, should be fully conversant with the methods and resulting effects of colour mixing. Like so many things in life, one hour of practical work is worth a week of theory. Another important point is that if you have actually taken the various hues in pigment form and created colour harmonies and schemes you are unlikely to forget how you achieved the results.

Does It Blend?

"What goes with what?" and "What makes what?" are two leading questions where colour is concerned. The latter can be answered if necessary in scientific terms, but the answer to the former is far more elusive, as the human element enters into the problem.

Take, for example, a red and green colour scheme; we know that the spectrum red will go with the spectrum green, and it is known that as complementary colours in the colour wheel they intensify each other's values. So far so good, from a scientific point of view, but directly we introduce the human element complicating reactions arise. Some people will wish for a greater proportion and stronger value of red; others will demand the same for green, whilst the choice of either is likely to alter again if the surroundings of these two colours are changed. From this it is obvious that if such a wide range of colour selection can be expected from the spectrum green and spectrum red (assuming that it be possible to produce such purity of colour in pigment form) how much wider will be the band of colour selection for the more subtle harmonies.

One person will say "I don't like that colour with that." Another will say of the same mixture: "Don't those two colours go well together?" Thus we have the constant problem of presenting colour schemes to the public, and as furnishers and display people we know that a percentage of the passers-by will always disagree with our choice. Nevertheless, our displays can well be instrumental in creating sales.

"In Other Colours"

"In other colours" is a ticket frequently used in colour scheme displays, and if the passers-by like the design, quality and price of the goods they are highly likely to come in and make further enquiries. It is at this point that the benefit of a practical understanding of colour mixing and selection will be invaluable to the salesman. He can naturally lead the discussion to the consideration of the décor which would surround the goods, or, better still, if a complete redecoration is contemplated, he can suggest to the customer colours which will harmonise, or even mix them on the spot with poster paints.

Colour-Mixing Notes

Now a few brief notes on colour mixing. If you are using water paints make sure that the water is changed frequently, that your brushes are cleaned thoroughly between each mixing, and that the colours from previous mixings are not running into your present mixing. Elementary, you may say, but it is amazing how often these rules are broken.

Next start with the three primary colours—red, yellow and blue—which cannot be made with the mixing of other colours. Draw a series of circles in a row—thirteen will do for each primary. Paint the primary into the centre circle of each row, then mix a little white with the colour on your palette and paint into the circle No. 1 T. (T for tint): work down to No. 6 T., adding more white each time. No. 6 T. should be white, thus you get the pure colour in the centre and the range of tints through to white. Start again the other side of the primary colour circle No. 1 S. (S for shade), only this time add a little black instead of white, progressively down to No. 6 S, which will be black. Already you will have 35 colours.

Next we come to the secondary colours which are made from mixing two of the primary colours together: they are orange from red and yellow; green from blue and yellow; purple from red and blue. Now draw three more sets of thirteen circles and treat in the same way as before. Your total then will be 68 colours.

From the three secondary colours we get the three tertiary colours—citron, olive green and russet. If you again use the thirteen circles for each colour you will then have a combined total of 101 colours plus black and white.

Next mix up a mixture of grey from black and white; then draw nine sets of thirteen circles and paint the three primary, the three secondary and three tertiary colours into the nine centre circles **after they have been mixed with the grey.** Next, in No. 1 G.T. (Grey Tint) mix the grey with a little white added plus the base colour; repeat, adding more white to the grey until No. 6 G.T. will be white. On the other side repeat, only add more black to the grey until No. 6 G.S. (Grey Shade) should be black.

This will give you a further 99 colours, or a grand total of 200 colours from the original red, yellow, blue and white and black—quite a selection, and of course you can increase the number of steps or circles in each case indefinitely.

Now all this is very simple to execute and after a little practice you will find that it is possible to take a primary colour, black and white and mix up by eye a colour to match an existing furnishing or pattern—in other words you will have discovered "what makes what."

I suggest that you make your circle charts on a fairly thick white card, each circle about the size of a penny, so that when finished they can be covered with "Cellophane" and kept for reference. Such charts are invaluable to the display staff or the salesmen.

Store Aid To Art

STUDENTS at the Sunderland College of Art are undertaking part of their studies for the national diploma in interior decoration, in a retail furnishers' store. This has been arranged by the directors of the store, Share of Fawcett Street, Ltd., who are Mr. Israel Share, Mr. Adrian Share and Mr. George Childs.

The principal of Sunderland's College of Art, Mr. W. J. Norman, told *Furnishing World*: "Share's are right in the forefront of 'contemporary' interior decoration, furnishings and fabrics. Our students are able to go there to study them and prepare drawings of layouts. The directors of Share's are wonderfully co-operative and are making a very real contribution to art education."

Bow's Depict The Kitchen Old And New

TO celebrate their 81st birthday, Bow's Emporium, Ltd., house furnishers, of 61 High Street, Glasgow, recently staged an attractive exhibition which has proved its worth to this old-established store.

Comparisons of old and new styles have often been made by retailers, but at Bow's the revolutionary changes in Scottish tastes since the founder of the firm first sold furniture in 1873, were strikingly demonstrated in a series of furnished rooms.

There were five rooms furnished in New Elizabethan style—two bedrooms, a lounge, dining-room, and a kitchen with dinette. There were also two rooms equipped with furniture and furnishings of the type popular in the '70's.

Space for these rooms was provided by converting the pre-war "bungalow" on the third floor of the store, and the rooms were separated by dividers decorated in latest - style wallpapers. Room-corners were featured in the former bungalow corridor.

Lighting was diffused or direct, according to the requirements of each room-plan. Sanderson wallpapers were used in all the modern rooms, and carpeting was by James Templeton & Co., Ltd.

One of the bedroom suites shown was advertised pictorially in the Glasgow evening papers, and since the advertisements appeared more than a dozen of these suites have been bought by visitors to the exhibition. Dining-room furniture was also a brisk seller, and in ten days more than twenty of the sets displayed were sold.

An 1873-style kitchen, with black range, hole-in-the-wall bed, and plenty of ornaments on dresser and mantelpiece. This was part of the exhibition at Bow's of Glasgow.

The kitchens of to-day and yesterday presented a strong contrast, the former being airy and well-lit, and furnished in blue and white with a red-and-yellow tiled floorcovering. The 1870 style kitchen had a sink built-in with wood, known locally then (and to-day) as the "jaw-box." A heavy kitchen table was draped with an ornamental cover, and against the wall was a tall dresser with ornaments and highly-polished casseroles. A black kitchen range, a fireside rag rug (loaned to Bow's) were also seen, and at one side a hole-in-the-wall bed with heavy drapings.

Bow's had the co-operation of the Glasgow Corporation Art Galleries and Museums in planning the 1873 rooms, and several items giving the correct period atmosphere were loaned by these bodies. The People's Palace Museum, in particular, gave great assistance.

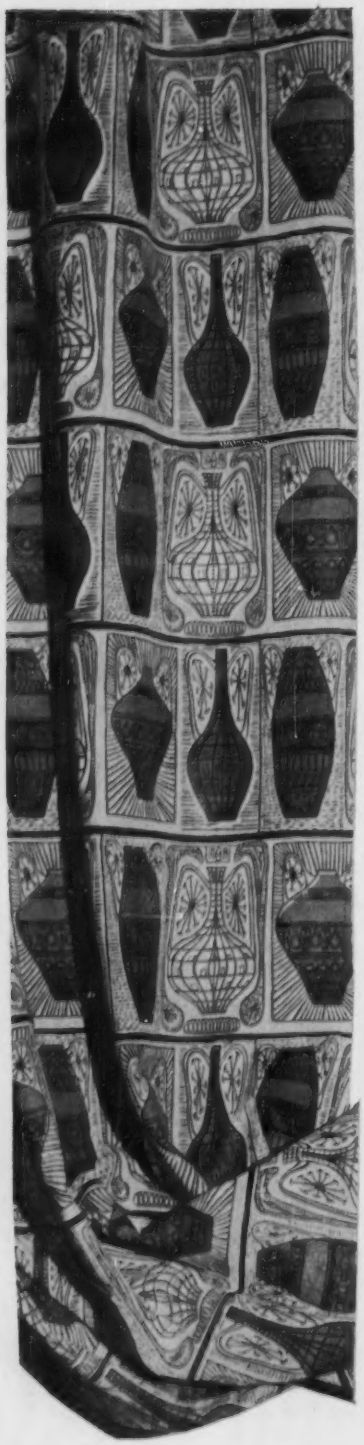
The store feel that the exhibition has been a great success. Mr. N. Carnegie, chief furniture buyer, told *Furnishing World*: "Our sales since the exhibition started have reflected its value without any doubt."

A New Elizabethan kitchen, with labour-saving fixtures, furnished to contrast with the old-style kitchen above, at Bow's, Glasgow.

(continued from page 45)

landlord's fittings and fixtures.

Show-flats often have a family resemblance, as a result of using the same style of contemporary furniture. This has been avoided in the John Lewis flat by the introduction of a few older pieces—chiefly pictures and smaller accessories—and by deliberate mistakes of the type which would be made by the average person who is not a professional decorator. Cost has been carefully watched, and the New Elizabethan furniture used is very reasonably priced. An unusual feature is the introduction of tailored loose covers for contemporary furniture, and these are used on a fireside wing chair, and on a two-seater settee by Fletcher-Mayfield. The latter retails for only eighteen guineas.



SOFT FURNISHING SIDE

New Fabric Colours Are Either Vibrant or Subtle

A BRAND-NEW fabric, an inter-planetary print, and a three-dimensional design are among the soft furnishings selected for this week's issue.

The new fabric is "Rydura" made by Ryjack Productions, Ltd., of Manchester, for upholstery and wall-panelling in the home and in public buildings. It can also be used for mattress covers. New Elizabethan designs in vibrant colours have been created by artist Michael Haughton, and in addition to its decorative qualities it is claimed that "Rydura" is hygienic and practical. The fabric has a "Profilm" finish which enables it to be cleaned merely by using a damp cloth.

Another easy-to-clean material is "Lionide," made by Jas. Williamson & Son, Ltd., and the latest range includes a number of designs in New Elizabethan style. These are known as "Lionide Contemporary Effects." The gay colours in the new matt finish are light-fast, and the material is both scratch- and crack-proof and easy to manipulate.

Interest in "Space" is increasing month by month. Sales of science-fiction are mounting rapidly, strip cartoons use the same theme, and the film industry is also alive to the interest in inter-planetary matters. Now Turnbull & Stockdale have produced a "Space" design, screen-printed on 50-inch cotton. The example illustrated on this page is in shades of beige-grey, yellow and white, the swirly abstract design being carried out on a coral-rose ground. This print is available in other colourings.

The other two fabrics featured both use the traditional vase theme, adapting it to blend with modern surroundings. In one an Egyptian frieze, screen-printed in earthenware and tones of blue and green, is given additional sharpness and clarity of line by the skilful use of black. In the other the pottery and foliage stand out like a *bas-relief*, and the colours chosen—flame, turquoise, and two shades of brown—reflect the latest colour trend away from the obvious and towards the subtle.

Left: A New Elizabethan design which derives its inspiration from an Egyptian frieze. From Sixten & Cassey, Ltd. (No. 10762). Screen-printed on 50-inch ribbed repp, using vat dyes. Below: an interplanetary theme on another 50-inch screen-print. This is Turnbull & Stockdale's No. 3806.

The sample book above contains a range of new "Lionide Contemporary Effects," in modern colours and patterns, from the range of Jas. Williamson & Son, Ltd. Below are two designs in the new fabric "Rydura" made by Ryjack Productions, Ltd., for upholstery and wall-panelling. Right: A screen-printed colton with a vase-and-foliage design, from Sixten & Cassey, Ltd. (No. 10637).

DUAL PADDING

"Prefabricated Padding saves time"

says Percy Purax—
the Upholstery Expert

..... produces a prefabricated padding that gives a slick, streamline finish to contemporary furniture, and solidarity to traditional and reproduction designs. Purax supply this padding to your own requirements, and because it is composed of a dual padding of curled hair and felt, or fibre and felt, it will retain its firm, long-lasting shape. For super comfort choose Purax Upholstery which can also be obtained in any of the following forms—

Interlaced pads of Curled Hair • Interlaced pads of Fibre
Teased Curled Hair (bulk) • Teased Fibre (bulk)
Processed Kapok • Feathers • Down.

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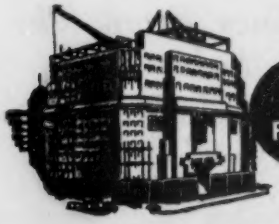

ADVANCE NEWS OF FURNISHING CONTRACTS

Homes Will Need Furniture

RUGBY. County Welfare Committee proposes to alter and extend Fawsley House, Hillmorton Road, as an old people's home, to plans by Loveday and Davis, architects, Rugby.

SWANSEA. Corporation proposes to grant option to University College to purchase Clyne Castle. The Council of the College are considering adaptation of the building as Hall of Residence for students and would erect another building within its precincts for 70 students.

WARWICK. Provisional approval of Birmingham Regional Hospital Board is recommended for a proposed 40-bed pavilion at Central Hospital, Hatton, to cost £48,000.

STIRLINGSHIRE. Plans have been approved for a proposed nurses' home at the Royal Infirmary, the cost of which is estimated at about £57,000.

FULBOURN (Cambs.). Working drawings are being prepared by East Anglian Regional Hospital Board for erection of a villa at Fulbourn Hospital. The Ministry has approved a sketch plan for the scheme.

MORPETH (Northumberland). Newcastle Regional Hospital Board propose erection of further accommodation at St. George's Mental Hospital, to plans by own architect.

BIRMINGHAM. Provisional approval of Birmingham Regional Hospital Board is recommended for provision of a 50-bed ward unit at Chelmsley Hospital, Marston Green, to cost £39,000.

DONCASTER. Sheffield Regional Hospital Board is recommended to appoint Arthur J. Willis and Thompson, 41-42 Parliament Street, London, S.W.1, as the quantity surveyors for a villa proposed at St. Catherine's Institution.

EASINGTON. Newcastle Regional Hospital Board, "Dunira," Osborne Road, Newcastle-on-Tyne, are to carry out improvements to Leeholme Hospital.

BARNSLEY (Yorks.). Erection of public houses is proposed by Clarkson's Old Brewery (Barnsley) Ltd. at Carlton Road site, Athersley estate, and at junction of Bar Lane and Wakefield Road, Staincross.

CHELMSFORD. Taylor Walker and Co., Ltd., Limehouse, London, E.14, propose erection of Marsham Arms licensed premises at Waterhouse Lane, and the T.C. is recommended to grant a building licence.

BEESTON (Notts.). Erection of a public house is proposed at the corner of Derby Road and Woolaton Road by Hardy's Kimberley Brewery Ltd. to plans by J. R. Carman, 21 Warwick Avenue, Beeston.

£400,000 OFFICES

LONDON. Erection of offices and other works at Wood Street, London, E.C., for Haberdashers Company and Civic Leases Ltd. The cost is about £400,000.

SUNDERLAND. Plans are to be prepared for the rebuilding of the "Empress Hotel," Union Street, which was demolished by an air raid during the war.

ROCHDALE. Erection of licensed premises will be carried out at The Strand, Kirkholt estate, by Cornbrook Brewery Co. Ltd., Manchester.

REDCAR (Yorks.). Rebuilding of Central Cinema, for Thompsons Enterprises Ltd., Middlesbrough. Architects: Kitching and Co., 21 Albert Road, Middlesbrough.

HEBBURN - ON - TYNE. S. J. Stephenson and Gillis, Saville Chambers, Newcastle-on-Tyne, are the architects for a cinema proposed at Victoria Road West by Dawe Bros., Westgate Road, Newcastle. A licence has been issued.

RUSHDEN (Northants). The architect for a village memorial hall at Wymington, near Rushden, is C. Gurney Burgess, Market Hill Chambers, George Street, Luton.

TWICKENHAM (Middlesex). The T.C. has under consideration a scheme for erection of a theatre at Pope's Garden, Deep Cross, the cost of which is estimated at £50,000.

WISBECH (Cambs). A provisional licence has been granted by the Licensing Magistrates for proposed "Hope Inn" at Edinburgh Drive site, for Bullard & Sons, Ltd., Anchor Brewery, Norwich.

WHICKHAM - ON - TYNE. A building licence has been issued at £5,200 for the first stage of a scheme for building a new social club for the Lobley Hill Residents' Association. The architect is J. M. Angus, 21 Lovaine Place, Newcastle-on-Tyne.

DALKEITH (Midlothian). Plans approved by the Dean of Guild Court for club premises and offices proposed by British Legion (Dalkeith Branch). The cost is estimated at £9,000.

DARLINGTON. Richardson & Shaw, 3 Skinnergate, Darlington, have prepared plans for a proposed recreation centre at Neasham Road for the Cleveland Bridge & Engineering Co., Ltd. No contracts let.

BOLDON. W. Dixon & Son, 1 Collingwood Street, Newcastle-upon-Tyne, are the architects for a proposed social club.

WHITLEY BAY. The U.D.C. is still in touch with Mr. J. F. J. Smith, of Durham Ice Rink, Durham, regarding his scheme for building an ice rink at Hillheads, Whitley Bay.

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THE NAME THAT STANDS FOR THE BEST IN BEDROOM SUITES
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Latest Co-op. Furnishing Sales

Furnishing sales of £195,637 are reported by the **Royal Arsenal Co-op.** of Woolwich, for the 13 weeks ended April 3, 1954. This was an increase of £14,799 when compared with the corresponding period of a year ago.

* * *

The report and balance sheet of the **Winchester and District Co-op.** for the half-year ended March 27 says that sales in the furnishing department amounted to £8,396, compared with £8,748 in the corresponding period.

* * *

Faversham and Thanet Co-op's half-yearly report for the period ended April 24 shows that furnishing sales totalled £19,557, an increase of £795 on a year ago.

* * *

Furnishing sales of £25,401 are recorded in the half-yearly report of the **Sheerness Co-op.** for the period ended March 13. This was an increase of £1,529 over corresponding period of a year ago.

* * *

The **Staines and District Co-op's** report and balance sheet for the 26 weeks ended April 3 states that sales in the central furnishing department were £11,627, a decrease of £294 on a year ago.

* * *

Furnishing department sales of £41,938 are reported by the **Watford Co-op.** for the past half-year. This was an increase of £2,314 on the corresponding period.

* * *

Furnishing trade of £168,860 is announced in the half-yearly report of the **Portsea Island Co-op.,** of Portsmouth, for the period ended April 10. This is an increase of £38,692, or 29.72 per cent, when compared with the corresponding period of last year.

* * *

The **Brighton Co-op's** half-yearly report shows that sales in the furnishing department totalled £87,645, compared with £75,882 a year ago.

* * *

Furnishing trade of £19,155 is shown in the half yearly report and balance sheet of the **Farnham and District Co-op.** for the period ended April 10.

* * *

The **Chelmsford Co-op's** half yearly report says that trade in the furnishing department amounted to £37,431, compared with £26,767 in the previous half year.

News From The Sales Side

NEW sales manager of A. F. Buckingham, Ltd., **J. F. Aitchison,** who is widely known in the trade, has joined the firm at a time when continued progress has made necessary an expansion of the organisation. The appointment will enable **Victor Buckingham,** director, to devote more time to future development.

☆ ☆

On Thursday of next week L. A. Sampson joins Moss Partners (London), Ltd., as sales manager. He has resigned from a similar position with J. Summers (Furniture), Ltd.

☆ ☆

FROM Davis's Feather Mills, Ltd., the makers of "Perfekrest" down quilts and bedding, comes news that they have appointed **S. J. Cozens** to represent them in the West End of London. This territory was formerly controlled by **S. H. Silver,** who now becomes an executive director. The firm will shortly celebrate its centenary.

Deaths In The Trade

Mr. R. A. Henderson

The death is announced of Mr. Robert Andrew Henderson, for many years a partner in the firm of Matthew Spears & Co., of Kirkcaldy, Fife. He was in his 90th year.

* * *

Mr. W. V. Hogg

The death has occurred, at the age of 72, of Mr. William Vint Hogg, J.P., founder of the firm of W. V. Hogg & Son, Ltd., furnishers, Merchants' Quay, Newry, Co. Down.

* * *

Mr. A. Walsh

The death has occurred, at the age of 70, of Mr. Augustine Walsh, who was secretary and director of Roche's Stores, Ltd., Patrick Street, Cork, house furnishers.

W. H. Benson, Ltd., carpet and lino specialists, have added a new 60 ft. long semi-circular showroom to their old-established branch in The Moor, Sheffield. The firm have also branches at Broad Street, Sheffield, and in Leeming Street, Mansfield, Notts.

To Give The Public A Better View

IN order to give the public in the street a better view of their ground floor showroom, Jas. Woodhouse & Son, house furnishers, are making extensive structural alterations at their Birmingham branch at 88 New Street, Birmingham.

The re-building has necessitated changes being made on the other five floors of the store—the firm's largest in the Midland area.

Half of the first floor, which is reserved for privileged customers, has had to be lifted because of the removal of supporting pillars.

Two staircases on the ground floor have been replaced by one large, one at the rear. An automatic passenger lift is to be installed, and the goods lift rebuilt.

A completely new shop front has also been built. Mainly glass, the two entrances are made of the latest armour plate. There are two centre pillars of mottled grey marble, and these support a large illuminated flower basket.

It is hoped that the alterations will be completed by the end of August.

N.E. Employers at Golf

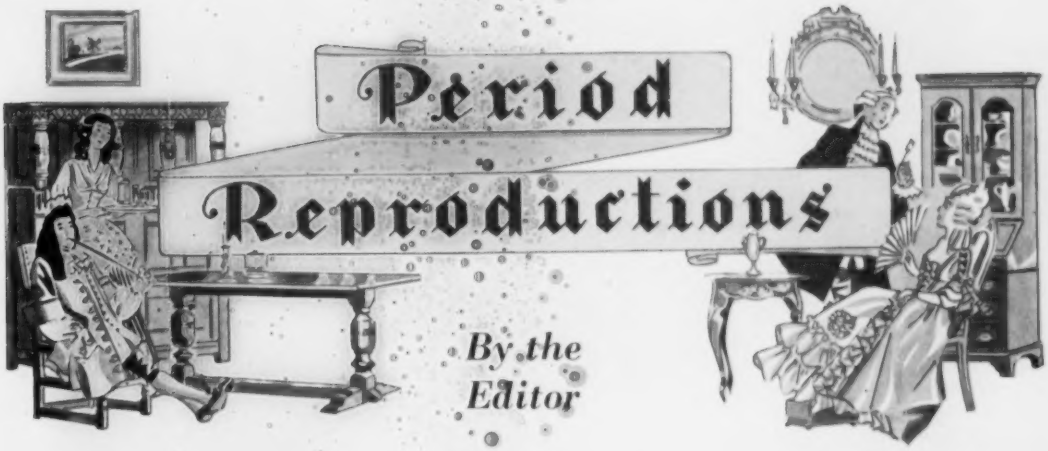
The North-East Furnishing Employers' Federation recently held their annual golf competition for the "Furniture Record" Cup at the Gosforth Golf Club, Newcastle-upon-Tyne.

Fifty competitors took part.

The "Furniture Record" Cup was won by Mr. S. Blackett (Robsons, Newcastle-upon-Tyne), who returned a net score of 72. The best score was returned by Mr. D. Dunsire who had a net 67 and won the first prize. The second prize was won by Mr. G. Mitcheson who returned 68 net. Third prize was won by Mr. S. Blackett. The prize for the sealed handicap was won by Mr. Phillip Regnart.

The cup and prizes were presented by Mr. Robert Chapman, the president of the Federation.

Walthamstow Chamber of Commerce, in conjunction with Regional Exhibitions, Ltd., will hold an Ideal Homes Exhibition at the Assembly, Walthamstow, London, E.17, from October 9 to 23.



How New Woods Created Furniture Design Through The Centuries

IT is generally accepted that new materials and methods have been responsible for revolutionising the design of furniture in recent times; but we doubt whether it is fully realised that the introduction of "new" woods and other materials has been responsible for the evolution of furniture design throughout the centuries.

This is a story that, we believe, has never been told before; and it is of absorbing interest to trace and attribute the changing of the furniture styles to the working properties of the timbers that were adopted by cabinetmakers during the classic periods.

Let us turn back to the late 16th and earlier 17th centuries. Here we find that oak was the principal wood used in furniture, particularly in cabinets. The early cabinetmaker was very restricted in his choice of woods because the pit saw had not been introduced into England and boards had to be split with the beetle and wedge: this was an expensive operation and woodcutters could not be expected to have kept substantial stocks of boards suitable for use in the making of furniture—although oak was in great demand for shipbuilding, and cabinetmakers were probably able to obtain their wood from this source.

The chairmakers were more fortunate because they were able to use pieces of smaller dimensions which could be obtained more economically by splitting or by the use of small logs or branches. That is one reason why we find the use of a greater variety of timbers (fruitwoods for example) in early chairs.

The Elizabethan style of furniture was, of course, heavy and massive, heavily carved, perhaps even to the extent of over-elaboration. And this rather crude coarseness is largely attributable to the use of the only available material—oak.

For oak is a coarse textured wood and it shrinks considerably more in the tangential than in the radial direction. It also splits rather easily and is, therefore, not well suited to pieces which are small in section or are gracefully shaped. Thus we find that the oak furniture of this earlier period was essentially heavy, the lines square and massive, and the carving in character with the coarse texture of the wood. We see also an absence of flush-jointed work because of the difference in shrinkage, radially and

(continued over page)

A very interesting 18th century reproduction work-box table by Frederick Tibbenham, Ltd.

Carved oak dining set with 4 ft. court cupboard, by E. Lock.

tangentially, of the timber.

Oak was followed by walnut; and it was due to the finer working qualities of this wood that a more elegant, more graceful style was available during the periods of William and Mary and Queen Anne.

When William of Orange, Stadtholder of Holland, ascended the English throne, he brought with him many Dutch cabinet-makers, carvers and woodturners. It is almost certain, too, that he imported from Holland and other parts of the Continent some of the first walnut that was used in the making of English furniture. It is possible, of course, that some of this walnut was English grown. The tree is a native of Persia and the North Western Himalayas and it was not generally introduced into this country until about 1550; since walnut takes a long time to mature, and it is only after more than a hundred years that the percentage of heart wood is high enough for use in woodwork, it is likely that it would not be before about 1700 that indigenous timber could be used.

Now, walnut is of fine texture, and the difference in radial and tangential shrinkage is not very marked. The grain is even, the wood is suited to fine finishing, and it makes possible the use of detail in carving and flush work.

The introduction of walnut made it possible for the cabinet-makers of the day to produce furniture of a less heavy, more shapely, more elegant and re-refined style. It became the really only fashionable wood in the William and Mary and at least the earlier Queen Anne styles.

It may not be generally known that veneering was used in this quite early period; and that again was because walnut made it possible. The oak furniture of the previous styles was sometimes inlaid with such decorative

Suites in the Oak Age Style

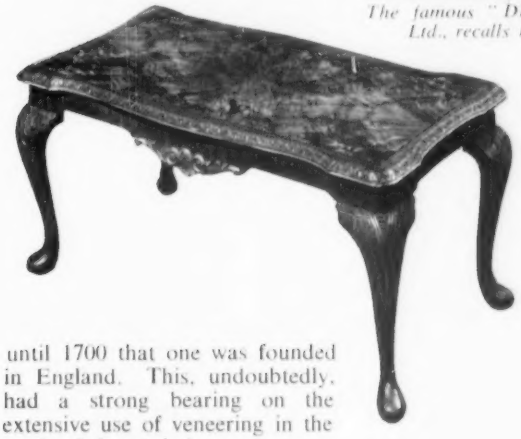
This reproduction style oak bedroom suite by L. Marcus, Ltd. is called the "York."

This oak reproduction bedroom suite is by Wood Bros. (Furniture), Ltd. It is called "Glamis Castle."

woods as holly, cherry and pear, but with walnut the designers were able to make use of the fine graining of this wood for decorative purposes, beautifully veneered.

And here the use of another "new" material made this revolution of design possible; for it was not until 1690 that the first commercial glue plant was operated in Holland and not until 1700 that one was founded in England. This, undoubtedly, had a strong bearing on the extensive use of veneering in the work of the period.

The famous "Duchess" dining-room scheme by Frederick Tibbenham, Ltd., recalls the fine craftsmanship and grace of the 18th century.



Walnut coffee table reproduced by A. Sage & Stanley, hand-carved and polished.

Then we come to mahogany; and it is safe to say that if it had not been for the introduction of this fine wood we should not have been given the joy of the beautiful work of the 18th century Masters.

The discovery of mahogany is credited to Sir Walter Raleigh, but it was not until about 1720 that it was used to any considerable extent as a furniture wood. It was imported from the West Indies and Central America, which countries produce two of the many species, the finest of which is *Swietenia mahagoni* or Cuban mahogany. The other species *Swietenia macrophylla*, or Honduras mahogany, is not so hard or so heavy and is rather inferior in appearance.

The Cuban is a very fine grained hardwood, extremely durable and can be carved in fine detail and, when finished, has the most elegant appearance. Moreover it has very low shrinkage properties and because it does not warp easily it is an ideal wood for cabinet work—in fact, perhaps, still the best.

Here we might mention an interesting historical fact which had a bearing on furniture production of the period. From 1690 to 1747 there was a tax of £8 a ton on the importation of mahogany. This heavy duty made it worth while importing only the finer kinds of mahogany—and those which were not excessively heavy. Later the tax was reduced to about £2 5s. a ton and this had the effect of altering the type of mahogany that was imported. *It is in fact sometimes possible to determine the date of a piece of furniture by the type of timber that was used.*

Chippendale and Hepplewhite, Sheraton and the Adam brothers used mahogany because it made possible fine carvings of delicate chair and cabinet work, including, of course, those cabinets with glazed doors and tracery

(continued over page)

From a Queen Anne style dining room suite by Sklan, Ltd.

(from previous page)

bars—as well as the almost illogical shield back chairs where some of the component parts are small in section and often so shaped that a considerable proportion is composed of almost end grain material.

So we see that it was largely through the use of mahogany, as we have said, that we are able to enjoy the beautiful lines of Georgian furniture.

There is just one other wood which might be mentioned and which had a definite bearing on design in the second half of the 18th century. That is satinwood—a bright yellow timber imported from the East Indies, and also a *Swietenia* similar in many of its working properties to the true mahoganies. It is extremely hard and we find furniture in this wood that is lighter, daintier and in more elegant proportions than that made in mahogany. Its hard, fine texture and light colour also made it ideal for the painted decorations applied by the great artists of this period.

About the middle of the century there was the vogue for Chinese design for which Thomas Chippendale, under the influence of Sir William Chambers who built the pagoda in Kew Gardens, was chiefly responsible. The chairs with their complete filled fretted backs and fretted legs would appear to be too fragile to be practical, but the woodworkers of the day had already discovered the strength of laminated wood (they were of three or even five layers) from which these designs were made. Without this technique the pieces would indeed have been impractical.

In the space of a short article it is possible only to touch on this intriguing story, the story of how the evolution of furniture design was dependant throughout the ages largely upon the introduction of new woods and new materials. But it is a subject not only of academic but of practical interest.

* * *

The Editor gratefully acknowledges the assistance of Mr. Maurice Clark, of High Wycombe, in the preparation of this article.

A reproduction bedroom suite from the Croydon range, hand-carved and wax finished to antique or weathered colour. By D. F. Webber & Harrison, Ltd.

The "Arundel" suite, by William Lawrence & Co., Ltd., is walnut veneered with a period flavour.

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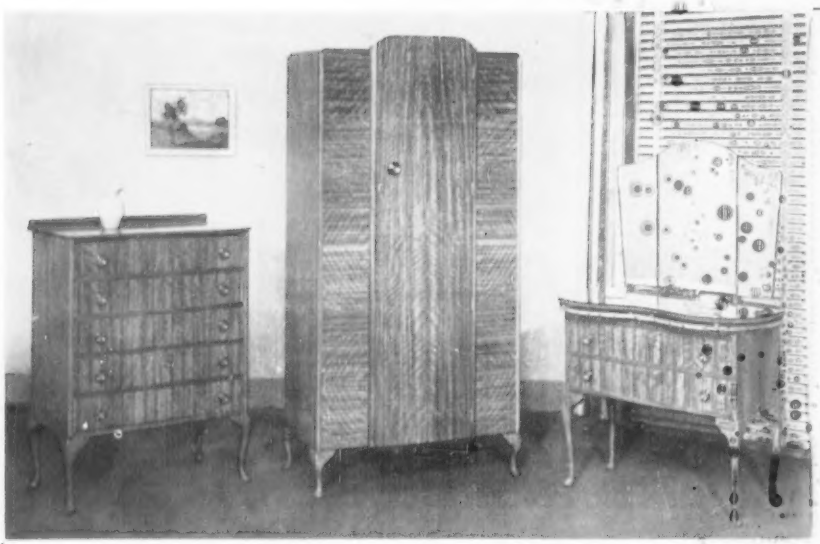

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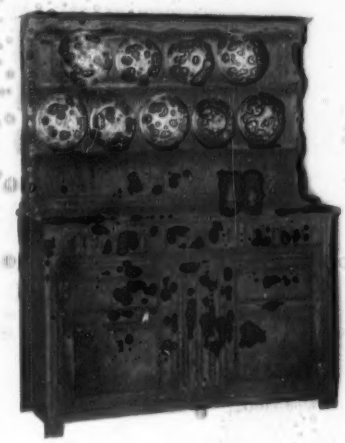

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More Examples of Reproduction Furniture in Oak and Walnut Veneer

On the top, right, is seen an antique oak dining set by A. Younger, Ltd. It has a 4 ft. 6 in. court cupboard and a 5 ft. 6 in. x 2 ft. 7 in. table. There is a gate-leg table to match. The chairs are covered in hide or tapestry. In the middle (left) is the "Centurion" bedroom suite by Steel Bros. (Cabinet Manufacturers) Ltd. It is available in burr veneer or figured walnut veneer. In the middle (right) is a reproduction dining table by Wood Bros. (Furniture) Ltd. It has a revolving top and contains two drawers. The bottom picture shows a reproduction dining set by Stanley Wood (Reproductions) Ltd. It has a 4 ft. dresser and a panel-end trestle table with chairs either in leather cloth or in tapestry.

How Our Textile Designers Should Approach Colour

Art Schools Must Train Stylists

"IN choosing a textile an adult nearly always considers colour before anything else," Mr. Alastair Morton (Morton Sundour Fabrics, Ltd.) emphasised when he spoke on "The Designer's Approach To Colour" at the annual conference of the Textile Institute, held jointly with the Society of Dyers and Colourists, at Scarborough.

"Colour being an expression of emotion, it is natural that from time to time certain colours should express a common feeling among a group of people and so become fashionable.

"This colour atmosphere existing at any one time is strong and definite and, looking back, it is quite easy to recognise periods by the colours which predominated at that time.

"In interior decoration, the colours which pervaded the 1920's throughout both traditional and contemporary design were orange and peacock blue, black, red and jade green.

"In the 1930's, all decorations were against a background of oatmeal and off-white.

Same Colour Pattern

"To-day, whether one's style is contemporary or Victorian revival, the colour pattern is the same—small areas of intricate pattern against backgrounds of bright colour, tomato red, green or yellow."

Suggesting that the problem of fashionable colours was not so intractable as it was sometimes made out to be, Mr. Morton continued.

"In any particular market at any one time there does exist a group of spontaneously popular or fashionable colours. This group of colours is gradually changing all the time—indeed, sometimes changing rapidly.

"I do not think this change can be forecast scientifically as it is a reflection of the times and history never repeats itself in detail. But I think that it can to some extent be forecast intuitively, and this, of course, is what every commercial firm is trying to do.

"To be guided by sales statistics alone, which is the only objectively proper thing to do is, of course, not to forecast but always to be slightly behind the times, and perhaps this is the safest position to be in.

"Even market research tests, which are more forward looking than statistics of past sales, can be too late to be practicable in a quickly moving trade dependent on fashionable colour.

"The other extreme is to rely on a creative artist with individual taste as a guide to the future trend of colour. This again is probably a mistake, as anyone with a distinct colour personality of his own, as is the case with all artists, is bound to be over-influenced by his own personal vision.

"It is important that our art schools should tackle the question of training stylists as well as their present teaching of creative artists and designers. Stylists have a key position in all branches of industry and commerce dealing with design and they should receive training for it just as industrial designers do. But this training would need to be of a different type.

"There might at first be a general course in drawing, painting, and in some craft to develop their own æsthetic sensibility and then a thorough course in historical design and fashion and commercial practice. Such a training would be parallel to the present training of an industrial designer who would carry on his own individual development further and then study industrial practice."

"Largest Van in the Industry"

This addition to the fleet of L. Marcus, Ltd., is claimed to be the largest van in use in the furniture trade. It has a capacity of 1,900 cu. ft.

AN oXer DESIGN

Contemporary comfort

is the thought for to-day—and "The Strand" Chair (illustrated) with matching settee has been designed with this specially in mind. Fully sprung back, upholstered with rubberised hair, and the cable sprung seat fitted with Latex foam cushions ensure maximum comfort.

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Technique Of French Polishing

MANUFACTURING TECHNIQUES AND IDEAS

No. 5.—Colouring Is An Art

by R. R. Watson

THE artist in french polishing is surely recognised by his colouring technique.

There is a lot to be considered when dealing with this phase of the work—light, shade, fittings, eventual residence of the job—and these things add up to what is known as "achromatisation," a knowledge of which is essential if successful results are to be got.

The basic colours that may be used are few and the desired shades many, so it would be as well in passing to mention a few of the materials in common use.

Black is used for almost every shade ranging from the bleached white job to ebony, often used for pianos. There are two types of black, "drop," and "spirit," the former being used for walnut and silver grey work.

Of the other pigments we have Bismarck brown, brilliant green, lemon chrome, orange chrome, Indian red, yellow ochre, flake or white lead, and ultramarine. A light brown may be made by mixing Indian red with yellow ochre.

Required in addition to these colours, are rag, thin polish and spirit, and an assortment of colouring mops.

Need For Discretion

Discretion has to be used in the choice of a colour, and only experience can show the way to use selective shades. It would be impossible to describe the procedure in all cases.

The point in the process at which to apply the colour is debatable, as some workers like to bring the job on to shade early, while others tend to keep slightly off until finishing.

Always, though, the shade should be determined in the staining and filling in, then picked out and brought on to shade at a desired point. This may be after the first "fadding" and followed by a coat to fix the colour, or after the first body, followed by another body to fix.

These points are not mere fads, and the worker finds by experience the point that suits him best. One may find that his early coloured job becomes muddy, despite his efforts to control it by the use of tinted polish. Another may have difficulty in matching his work at a late stage, and so on. In production work, however, process rules the day, and one must like it or lump it.

First stage in colouring is the staining and filling in, and the next step is to clear the white edges. This may be done after the first "fadding." Select the pigment, and with the thin polish and a mop make a paint consistent with the basic colour.

Remember that black, Bismarck and green are the three main basic colours. The job is placed in four aspects, and at each aspect all that can be seen is painted out with the paint, using a pencil brush. Good staining and good pencilling are often enough to bring a job on to shade.

A specimen shade should be on hand during the whole of the process, perhaps a table leaf or a sideboard drawer, and further, enough colour should be made to do the whole of the job or suite as the case may be.

OUR SERIES

on the Technique of French Polishing concludes with this article on Colouring. In his previous articles, Mr. Watson has dealt with Bleaching, Thinning-out, Finishing, and Pigments and Stains.

Picking out is done with the aid of a small colour mop, and in this process the same method is used as for the white edges, except that the light areas are coloured to conform with the main shade. The mop should not be too wet and delicate parts can be done by squeezing the bristles of the brush through a piece of rag.

A whole coat of colour may be given with a brush, of course, but this method tends to produce streakiness. The brush should be held in the thumb and forefinger, with the palm held slightly upwards, and colour is applied using the brush at arms' length.

Colour by Rubber

Colour may be also applied by a rubber, and here only straight rubbers should be used. The colour is made by straining clear polish through muslin in which is the pigment, or a bag may be immersed in the polish.

The coloured polish may then be diluted to the desired shade. A rubber is made and damped, but not too wet, and oil is used as lubrication. A weak tint should be made—say, if the job were of mahogany, a weak red, with a touch of weak black to increase the depth; if brown mahogany or brown oak, weak green with weak red to form brown, and so on.

Not Too Dark . . .

The colour should not be too dark, and the maxim "You can always make a job darker, but you can never make it lighter" must be remembered. Of course, once the shade has been obtained the colour rubber should be discontinued.

Colouring is not always done with the aim of producing a "new" effect. In fact it is very often the opposite, as in the case of antiques, where the signs of wear may have to be applied artificially. In that case instead of putting material on to the surface, one rubs it off. Many a valuable piece has been ruined by the well-meaning applications of the uninformed polisher, who returns the piece to its owner with great pride. That is just a point.

Contrast in colours can cause havoc in a room, especially when the sun is shining. Workshops methods are usually devised to avoid colouring at that time. A room which admits natural light without sunlight makes for success in this process: An anæmic shade of pink can be quickly transformed by the sun into a flaming red!

Surroundings Affect Shade

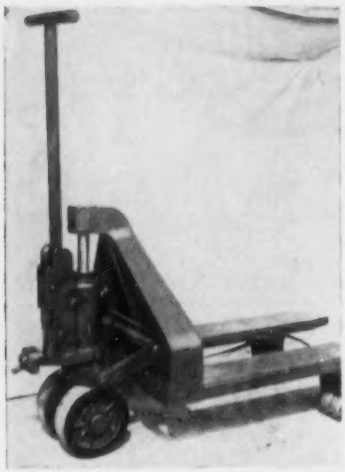
With regard to eventual residence, the relation to the other pieces in the room, and outside, has to be considered. The writer has known a black piano to turn a sickly pink due to the lawn, and even the most experienced of workers sometimes have difficulty in this respect in striking the happy medium.

A last important point is the choice of suitable handles and fittings. Dark upon light, and vice versa, will accentuate colour, and this is shown on woods that have been bleached, and on the "red" woods. The right fittings finish the job.

In these articles I have attempted to cover all the important points. The most important of all, of course, is experience.

Equipment At The Mechanical Handling Exhibition

Latest Conveyors and Hand Pallet Trucks on Show



Omic, Ltd. showed this new hand pallet truck, the "Paliton." This has a 2-ton capacity, but 1-ton models are available.

THIS month's Mechanical Handling Exhibition, the fourth of the series, was described as the world's greatest concentration under one roof of mechanical handling equipment of all types. It occupied the Grand and National Halls and the National Hall Gallery at Olympia.

It was organised by the journal "Mechanical Handling," with the co-operation of various trade associations, and was opened by Mr. A. R. W. Low, M.P., Parliamentary Secretary to the Ministry of Supply, in the absence in America of the Minister.

The Duke of Edinburgh was an early visitor. At the opening Sir Miles Thomas, B.O.A.C. chairman, said his corporation had been able to turn an £8,000,000 deficit into a £2,000,000 profit in the past year, largely because of mechanical handling equipment.

Most of the interest centred on equipment for heavy engineering, of course, and most of what would appeal to furnishing manufacturers had already appeared at the Factory Equipment Exhibition earlier this year. There were, however, several items worth noting again, and a few new developments, notably in pallet trucks.

A new hand pallet truck on show was the "Paliton," made by Omic, Ltd. It replaces their previous model, the Omic hand pallet truck, and has several new features.

The hydraulic unit is completely new, and the body and forks are pressed, not fabricated. All sizes are fitted with a safety valve. Particularly interesting is a metal shield protecting the pump spindle from abrasive matetrials, making the truck suitable for use in a shop in which the air is heavily charged with abrasive dust.

Choice of Capacity

There is a choice of capacity of one or two tons, standard widths being 16 in., 20½ in. or 27 in. Fork lengths of 36 in., 42 in. and 48 in. are standard, and special lengths up to 60 in. can be supplied to order.

To obviate pulling against the lift, which is up to 5 in., the control lever has a neutral position, leaving the handle free to move with the load off the ground. The bogey has a 90 deg. lock, allowing the truck to be turned in its own length. Over-all weight is 2 cwt.

The firm offers a 24-hour service on hydraulic units throughout the country.

Another new hand pallet truck is the "Pallet-Roll," made by Gough & Co. (Hanley), Ltd. This is a one-ton truck with an 8 in. lift. They claim that the action is unique, using a double-action piston pump which gives lifting power from both up and down strokes of the handle.

This truck has a 46 in. fork, the total width being 21½ in. Total length of the truck is 59 in., and the weight is 2½ cwt.

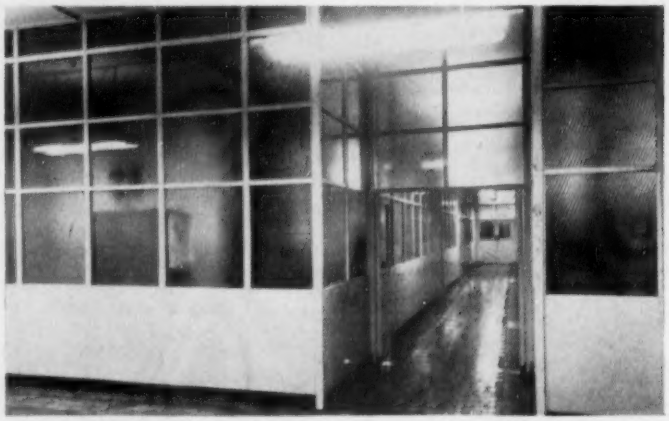
Hydraulic Release Ram

A 10 cwt. capacity hand pallet truck with fork lengths of 24 in. or 36 in. was shown by Eccles (Birmingham), Ltd. This one has a hydraulic release ram to steady the truck when the load is being lowered.

A platform trucking system was demonstrated by Willmot Trucks, Ltd. with their "Tuglift" range. This includes a variety of platforms with legs for stability and wheels for mobility, which are moved by lifting the legs clear of the ground on a wheeled towing bar ("Tugbar").

Goods for movement are stood on the platforms, and an advantage over the simple truck is that they will not roll while the legs are down. One towing bar can be used for a number of trucks in turn.

Many conveyor systems were shown, though most of the new developments were specialised types



An example of the double-panelled partitioning shown by Acrow (Engineers), Ltd. It can be installed without disturbance of the floor or ceiling, and gives a considerable measure of sound-proofing.

At Olympia

for other industries than ours. One interesting system which has already been found useful in the furnishing trade is the Teleflex Dual-Directional Conveyor System.

This is a chain conveyor which can be used for either overhead suspension or as a horizontal slat conveyor. Its prime feature is flexibility, with ability to travel on curves in either the horizontal or vertical plane, round corners, and at any angle.

The links run on rollers which are fitted with self-oiling bronze bushes and are positioned coaxially with the pins of the chain, one pair horizontal and the other vertical, allowing flexing and support in either plane. Accidental mis-alignment of the guide track, it is claimed, is unimportant, as the rollers will make contact with the guides whatever the direction of travel. The firm is Teleflex Products, Ltd.

Shown by Hambling & Downing, Ltd., a new light duty belt conveyor may be of interest. It is easy to erect, they claim, and economical in production. It is based on a load of up to seven pounds per foot run, with any length of run up to 60 feet. Demands for loads and lengths in excess can be met by additional parts.

Height is 2 ft. 9 in., and the conveyor can be supplied in 12 in., 18 in. and 24 in. widths, with a range of speeds from five to 120 feet per minute.

Thread-proof Castors

For upholsterers, with problems of moving quantities of covers, for example, on thread-littered sewing floors, two new thread-proof castors provide interest.

One is a new ball-bearing swivel castor made by the Revvo Castor Co., Ltd., and the other, described as a "non-clogging," by Flexello Castors and Wheels, Ltd.

Steel partitioning, storage racks and slotted angle for structural work, particularly for temporary arrangements, were shown by Acrow (Engineers), Ltd.

Their partitioning was shown in two types. For showrooms, general and private offices, and so on, where some degree of sound-proofing is desired to exclude the noise of production, there is the double panel type. The insulating material, bitumen-bonded glass wool, is claimed to have a high degree of fire resistance.

On this type the finish is flush throughout, with no dust-gathering ledges or projections. Standard panels are made in heights from 7 ft. to 15 ft. high, by 3 ft. 2 in. wide, including a 2 in. pilaster, and may be secured to the ceiling or topped with a capping section. They are solid up to 3 ft. 6 in. and glass panelled above. Door jambs have built-in rubber strips to silence slamming.

Variations from the standard, with solid panels up to any height, are available to order.

Where simple partitioning is required the single panel type is of interest. It is in 3 ft. widths, and the other dimensions are similar to those of the double panel type. This can be used with wire mesh instead of glass.

A feature of this partitioning is that no disturbance of floor or ceiling is necessary.

Concurrent with the exhibition was a convention on mechanical handling during which 11 papers prepared by leading experts and users in the mechanical handling field were presented and discussed.

A number of films, some in colour, were shown in the Exhibition Cinema. These covered various practical aspects of the subject.

The "Teleflex" conveyor, shown at the Mechanical Handling Exhibition, is seen here as an overhead conveyor at the factory of Exeloak, Ltd. The chairs are carried on hooks suspended from the chain, and the conveyor dips to the operatives' stations.

One-man Gluer and Drier

FOR making saleable lumber from scrap a new one-man automatic continuous glue-jointing and drying machine was shown at the American Woodworkers' Industry Show.

The makers claim that there is no similar machine on the market, and that it has been thoroughly tested to do a fast, economical glueing and drying job.

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HARDWOOD MARKET

By Quercus

Stockpile Offer Was Welcome

THE news, reported in the previous issue, that the Timber Directorate has decided that the nucleus of the hardwood stockpile has served its purpose and that tenders should be invited for its purchase has been well received and is regarded as a further indication that the winding up of the directorate cannot be far away. It is interesting to recall how this stock came into being. Pending the arrival of hardwoods purchased from dollar sources through the trade, certain items—chiefly oak and ash—were transferred from the National stock to inaugurate the hardwood stockpile. This hardwood was specially selected for quality and condition and represented approximately ten per cent of the total National stock. It is this material which has now been offered. As stated last week, tenders should be posted to arrive at the directorate's offices not later than to-morrow, Saturday, June 26.

* * *

It has now been officially confirmed that the whole of the Timber Directorate's trading stocks of hardwood have been cleared, and it has been emphasised that the hardwood offered from the stockpile should not be confused either as to quality or condition with the remnants of the trading stocks which have been on offer, in the way of clearance sales from the National stock during recent months. It is understood that the hardwood on offer from the stockpile is of reasonably sound, dry condition, and apparently the authorities do not intend to accept unrealistic prices.

* * *

As far as the hardwood market itself is concerned, there has been little change in the level of trading of the past few weeks. Various species of hardwood continue to arrive steadily, and recent shipments have included a number of French and Danish parcels which have moved quickly into consumption. A feature in the past week or so has been the increased demand for home grown hardwoods. Oak beech,, and plane-tree have been the species mostly required. Over-all demand from the furniture industry is reported to be only moderate, although some areas of the country report that fairly substantial contracts from the industry have been placed for both hardwood and plywood.

Is "Lebus Log" First In The Trade?

THIS month, coinciding with the celebrations of Sir Herman Lebus's 70th birthday, Harris Lebus, Ltd. published the first issue of their employees' journal, "Lebus Log." This appears to be the first house journal to be published by a company devoted exclusively to furniture manufacture.

This company is proud of its tradition of great friendliness between all ranks, but with a labour force increased to between 3,000 and 4,000 the tradition is difficult to maintain on personal contact alone. The sole purpose of the "Lebus Log" is to foster this friendly spirit.

The new paper is not to be used as a vehicle for official information, and is in no way a "hand-out from the boss." For convenience the present news gathering centre is the Personnel Office, but the editor is anonymous.

In the first issue there is naturally little spontaneous contribution from the workers, though there is quite a good deal of news about them. Contributed articles are mainly on the social side, or informative articles about the "other fellow's" job. The whole is most attractively presented and laid out.

It is "tabloid" style, with four five-column pages, and this issue was given away free. It is hoped to publish once a quarter.

THE LEBUS LOG

SIR HERMAN'S BIRTHDAY CELEBRATIONS

OUR NEW SPORTS PAVILION

The attractive and lively front page of the first issue of the "Lebus Log."

New, Cheap Plastic-Faced Board

TO meet the demand for their new products, Berite and Berlam, J. Berry & Sons, Ltd. have formed a separate company, Berite, Ltd., to act as a selling organisation.

Berite is a plastic-faced board. The surface, in five linen-pattern colours, is mounted on ½ in. or ¾ in. Berboard—a form of chipboard—with a mahogany backing. The makers claim that it sells at about half the price of other plastic boards.

It is already being used extensively, they say, by manufacturers of kitchen tables in the low price range, and by shopfitting and building contractors.

It is supplied already mounted and can be worked as ordinary timber: glued, screwed or nailed without the aid of special cutting tools. However, the manufacturers recommend a swage-set high-speed steel saw, 1½ in. parallel, with a minimum amount of cutting edge above the sawbench.

Berlam is a thin plastic sheet, 1/20 in. thick, which was originally produced to lip the edges of Berite, but since developed for surfacing plywood, etc., for kitchenware, shopfitting and building. It can be bonded by the methods usually used for plastic sheeting.

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UNITED DRAPERY STORES GROUP NINE YEARS' REVIEW

	Group Profit before Taxation	Capital and Reserves	Fixed Assets (*less* Mortgages)	Net Current Assets
	£	£	£	£
1946	234,335	1,058,394	640,808	753,537
1947	385,658	1,206,179	667,549	873,381
1948	669,198	1,867,845	1,546,921	1,047,052
1949	787,085	2,156,774	1,568,974	1,544,106
1950	966,730	3,337,625	2,426,525	1,891,208
1951	1,255,743	3,694,740	2,688,843	2,102,468
1952	1,760,974	4,627,798	2,679,421	3,371,184
1953	2,264,575	5,114,082	2,668,863	3,913,995
1954	2,828,619	7,078,652	1,577,907	3,933,207

SUBSIDIARIES

Arding & Hobbs, Clapham Junction, S.W.11.
John Banner, Sheffield.
* **John Blundell, 364/366 Kensington High Street, W.14, and 55 branches.**
Joseph L. Collier (London), Walworth Road, S.E.17.
* **John Fisher & Sons, London Road, Glasgow, and 12 branches.**
Hawes Bros. South London Wool Warehouse, Clapham Junction and Morden.
Hinds & Co., Eltham.
Lingard's, Market Street and Godwin Street, Bradford.
Ocean Trading (Wholesale) } Southampton, London and Liverpool.
Ocean Trading (Ships) }
Owles & Beaumont, Brompton Road, S.W.3.
James Page of Camberley, Surrey.
* **Prices Tailors, Cardigan Crescent, Kirkstall Road, Leeds, and over 400 branches.**
* **Richard Shops, 14 New Burlington Street, W.1, and 52 branches.**
Shinners of Sutton, Surrey.
Walker & Penistans, 364/366 Kensington High Street, W.14.
S. Young & Son, Sevenoaks, Kent.

* Multiples

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

Trading Results

£100,000 Increase by T. F. Firth

Net profit of **T. F. Firth & Sons, Ltd.** for the year to March 27 increased from £219,723 to £322,182. Final dividend of 12½ per cent, plus a bonus of 5 per cent, makes a total dividend for the year of 25 per cent (20 per cent on smaller capital).

Freedlands Profit Down

Net profit of **Freedlands, Ltd.**, for the year to March 31 was £31,264 (£37,330) before tax of £19,669 (£23,100). Final dividend of 6 per cent makes 12 per cent for year (same).

Vantona Make More

Gross profit of **Vantona Textiles, Ltd.** for the year to March 31 is £144,142 (£127,864). Final dividend of 8½ per cent makes a total of 12½ per cent.

Less For Mallinsons

Consolidated profit on trading of **William Mallinson & Sons, Ltd.**, for 1953 are down from £288,109 to £280,110. After deductions including taxation £121,896 (£123,130), net profit is £93,152 (£110,042). Dividend of 10 per cent is recommended, plus bonus of 2½ per cent.

Easterns to Increase Capital

It is proposed by **Easterns, Ltd.** to capitalise £207,400 undivided profits by a 100 per cent issue of 2s. Ordinary shares. Executive officers and employees are being encouraged to acquire a financial interest in the company. Capital is to be increased to £915,000 by the creation of 2,750,000 new 2s. Ordinary shares.

INCREASES OF CAPITAL

Greaves & Thomas, Ltd., furniture manufacturers, etc., 103 Northwold Road, E.5.—Increased by £150,000 in 5s. Ordinary shares, beyond the registered capital of £350,000.

John Pring & Co., Ltd., house furnishers, etc., 13 Cornfield Road, Eastbourne.—Increased by £1,500, in £1 Ordinary shares, beyond the registered capital of £5,000.

James Grant & Co. (East) Ltd., house furnishers, 11 Melville Crescent, Edinburgh, 3.—Increased by £249,900, in 150,000 7½ per cent Cumulative Preference shares of £1 and 399,600 Ordinary shares of 5s. each, beyond the registered capital of £100.

Holloway Furniture Co., Ltd., 528-530 Holloway Road, N.7—Increased by £3,500, in £1 Ordinary shares, £1,500.

Swallow of Hale Ltd., upholsterers, etc. 153 Ashley Road, Hale.—Increased by £4,500, in £1 Ordinary shares, beyond the registered capital of £500.

Bettacraft (Furniture) Ltd., 3a Grimsby Street, E.1.—Increased by £1,900, in £1 Ordinary shares, beyond the registered capital of £100.

Haworth & Son (Southport) Ltd., house furnishers, etc., 34/36 Eastbank Street, Southport.—Increased by £10,000, in £1 5½ per cent Cumulative Preference shares, beyond the registered capital of £7,000.

General Furnishing Co. (Chesterfield), 7 Gluman Gate, Chesterfield.—Increased by £2,900, in £1 Ordinary shares, beyond the registered capital of £100.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Frederick William **Rust**, Frankwell, Shrewsbury, Salop, upholsterer. Public examination July 7 at The Shire Hall, Shrewsbury.

Edmund Herbert Wilfred **Holmes**, formerly carrying on business under the style of "**E. Holmes**," 58 St. Giles Street, Northampton, retail furnisher. Order of Adjudication June 2.

Notice of Intended Dividend

Solomon **Rosen**, carrying on business in the name of "**Pramland**," 45 Brent Street, Hendon, London, N.W.4, baby carriage retailer. No. 360 of 1953. Claims June 29 to Frederick Harold Langmaid, Bankruptcy Buildings, Carey Street, London, W.C.2, Official Receiver.

COMPANIES WINDING-UP

Moorgate Veneering Co., Ltd., 76 New Cavendish Street, London, W.1, manufacturers of veneers, compressed and processed woods and furniture, etc.

The Official Receiver has now issued his observations on the above company which went into compulsory liquidation in October last year. He says that in his opinion the failure is primarily due to the liquidation of an associated concern.

"It appears," the Official Receiver adds, "that the directors are blameworthy in that they took no steps to protect the company's position, or to preserve its assets, when it must have been apparent to them that the associated company was in financial difficulties."

The company's statement of affairs shows unsecured liabilities of £874 and a preferential creditor for £113. The assets are estimated to realise £223, thus showing a deficiency of £764.

Mr. Sidney Brookes, a director, has contended, however, that the company is not insolvent as regards creditors, as the directors are, and always have been, prepared to waive their claims for unpaid remuneration (£628). He has attributed the failure solely to his ill health.

Hillfords (London), Ltd., 56 Chatsworth Road, Clapton, London, E.5, carpet dealers, etc.

A deficiency of £7,031 was mentioned at the first meeting of creditors of the above held recently. The company was said to have

(continued over page)

To ALL Kitchen Cabinet Buyers in Southern England

Dear Sirs,

Re: "Eton" & "Rugby" Kitchen Cabinets

When it was first suggested that we make two cheaper models of our famous "Super Pantrix" Kitchen Cabinets, the idea appealed to us, but we refused to be rushed into mass production—there was so much at stake—our reputation; a lifetime of goodwill; and not less important, pride of workmanship.

We were determined that quality would NOT be sacrificed for the sake of cheapness. We knew that a salesman's finest asset was confidence in the article he was trying to sell, and nothing destroyed confidence so much as a shoddy Kitchen Cabinet that could not stand up to the most minute examination.

How we eventually overcame the difficulty of producing a superbly finished cabinet at a price within the reach of everybody is the talk of the trade.

Your esteemed enquiries will receive our prompt attention.

Yours faithfully,

A. FOGEL & SONS, LIMITED.

Advertiser's Announcement

(*from previous page*)
liabilities of £7,054 against assets of £23.

The Official Receiver reported that the company was formed in October, 1953, with a nominal capital of £5,000, of which £3 only had been issued. The directors were Bernard Davies, Jack Fordham and Leonard King, but Mr. Fordham had said that he resigned in February last.

The company had been closely associated with Dormay, Ltd. (now in voluntary liquidation), and the Official Receiver said that the two companies' affairs were allowed to become intermingled. It seemed that for the most part carpets were purchased in the name of the company, but textiles and household linens were also purchased in both companies' names. Proceeds of cash sales were apparently paid into the banking account of Dormay, Ltd., but two of the directors had said that was purely a matter of convenience.

The Official Receiver added that as a result the creditors of Dormay, Ltd., were placed in a better position than those of the company.

By March of this year the company was in difficulties and three creditors had already commenced proceedings.

In that month the Official Receiver said that two of the directors borrowed a lorry and the company's whole stock, valued at £2,625, was loaded on it for transportation to a sale to be held at Watford. The lorry was stated to have been stolen at mid-day on March 26 and found empty and abandoned the same evening by the police. The company was not insured against loss of goods in transit, and no part of the missing goods had been recovered. The company then ceased to trade.

The matter was left in the hands of the Official Receiver as liquidator.

NEW COMPANIES

The undermentioned particulars of new companies are taken from the Daily Register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

Williamson's of Wellingborough, Ltd.—Registered May 19, 1954. 24 Silver Street, Wellingborough. To take over business of a furniture dealer, cabinet maker, upholsterer and removal contractor carried on as "Williamsons of Wellingborough" by Terence A. Williamson. Nominal capital: £15,000 in £1 shares (3,000 pref.). Permanent directors: T. A. Williamson and Christine I. Williamson, 24 Silver Street, Wellingborough.

H. Wilson (Furniture), Ltd.—Registered May 31, 1954. 49 Chapel Road, Worthing. Nominal capital: £3,500 in £1 shares. Permanent directors: H. Wilson, 9 Ash Grove, Worthing; A. W. Eade, 28 High Street, Worthing.

C. & R. Furniture Co., Ltd.—Registered May 29, 1954. 59 Sloane Street, S.W.1. Nominal capital: £100 in £1 shares. Director: Hetty Gilbert, Flat 6, 23 Hanson Street, W.1.

Exotic Veneer Co., Ltd.—Registered May 29, 1954. 19 Stean Street, E.8. Nominal capital: £2,000 in £1 shares. Directors: E. Peskin and Mrs. V. B. Peskin, 24 Stourcliffe Close, W.1.

F. H. Hunt, Ltd.—Registered May 29, 1954. 219 High Street, Penge, S.E.20. To take over the business of F. H. Hunt carried on at Penge by Frank H. Hunt; carry on business of general house furnishers, etc. Nominal capital: £5,000 in £1 shares. Directors: F. H. Hunt, 219 High Street, Penge, S.E.20; F. N. Corben, 19 Hyperion Avenue, Polegate, Sussex.

Oldfields Furniture, Ltd.—Registered May 28, 1954. St. Nicholas Street, Stonewell, Lancs. Nominal capital: £1,000 in £1 shares. Director: C. Hearnshaw, 8 Pemberton Drive, Bare, Morecambe.

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Diary Dates

July 4. Motor car rally organised by Merseyside Area F.T.B.A. Entrance fee 5s. a car. Applications to Area Secretary.

July 8. Golf tournament of Hull and District Area F.T.B.A., at Hull Golf Club, Kirkella. Application to Mr. B. Haigh, G. F. Baker & Sons, Ltd., 288-290 Hessle Road, Hull.

July 13. F.R. Bowls tournament for F.T.B.A. at Misbourne Green, Gerrards Cross. Details from Mr. W. F. Barton, Connolly Bros. (Curriers), Ltd., 39-43 Charlton Street, N.W.1.

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9770.—Reproduction door handles and door plates.
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9773. — Whitewood kidney-shaped dressing tables.
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9776.—Trade mark "Hergnal BS—1960."
9777.—Needleloom carpets.
9778.—Walnut gate leg tables.
9779.—Small umbrella stands.
9780.—Umbrella stands—café type with coat hanging accommodation.

Stockroom Date

L. SERLIN & SONS, LTD. June 28 to July 2 at Church Institute, Albion Street, **LEEDS**. Mr. Bernard Jacobs and Mr. Nat Serlin in attendance.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Woodall, Stanley Ed., 2a Latchmere Street, S.W.11, manfg. upholsterers. £12 3s. 4d. May 13.

The Nova Bedding Co. (a firm), 272 Uxbridge Road, W.12. £16 18s. 10d. May 13.

Clark, H. (male), Clacton Road, St. Osyth, Clacton-on-Sea, cabinet maker. £15 6s. 2d. May 13.

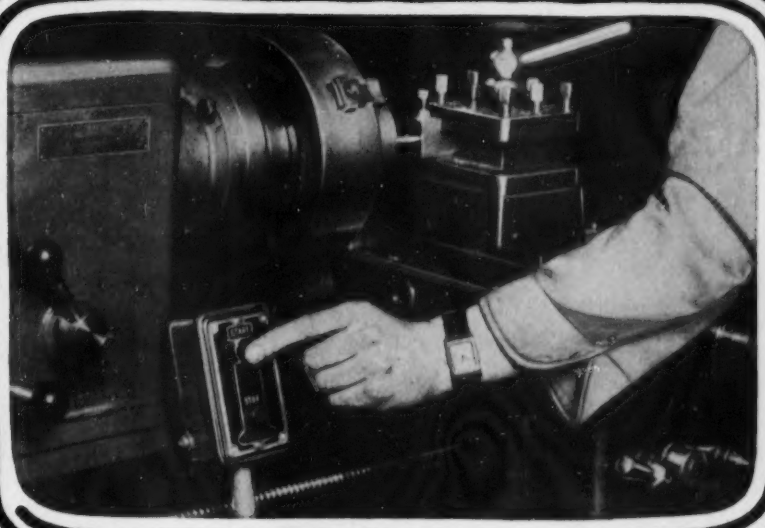
Woodall, S. E. (male), 2a Latchmere Street, Battersea, S.W.11, furniture manfrs. £38 11s. 8d. May 19.

Boone (male), 44b High Street, Bushey, upholsterer. £10 1s. 11d. May 7.

Stuarts, G. T. N. (Furnishers) Ltd., registered office: 1227 Warwick Road, Acocks Green, Birmingham, furnishers. £30 11s. April 6.

Blackshaw, Robert Henry, 10 Median Road, Clacton, London, E.5, secondhand furniture dealer. £21 16s. May 20.

Having a hand in Productivity



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And the eye on the job. The machine under the control of a button, the man free to use all his skill.

The machine is a lathe, set up for boring. Accurate work, careful work, but the push button can make it fast work. The hand on the button is symbolic. By freeing skill from unnecessary distractions, electric control speeds up production, raises productivity—and lowers costs. Push button control is ONLY ONE OF THE AIDS TO HIGHER PRODUCTIVITY THAT ELECTRICITY CAN BRING YOU.

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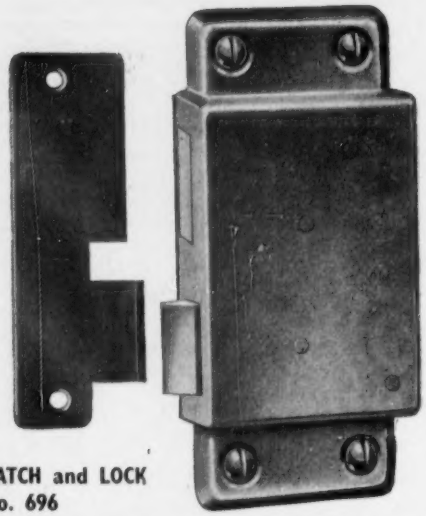

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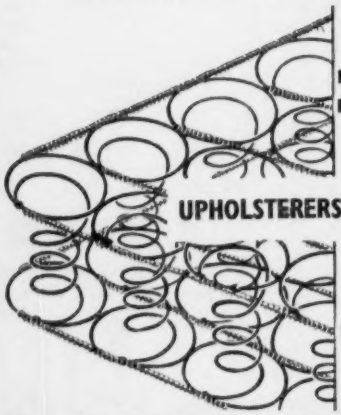

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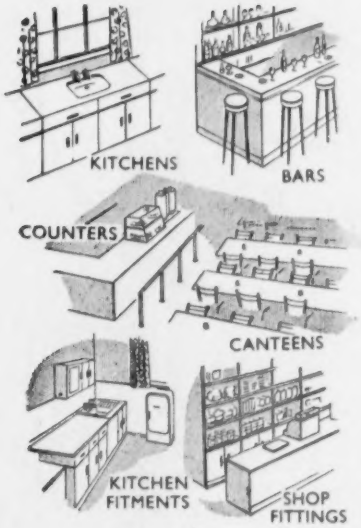

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The Plastic Face is washable, resistant to heat, alcohol and water. Can be cleaned by merely wiping. (Ideal for kitchens, bathrooms, hotel bars, etc.)

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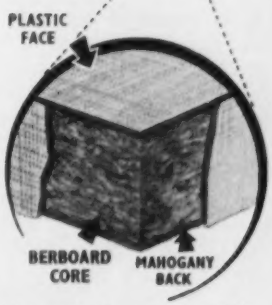

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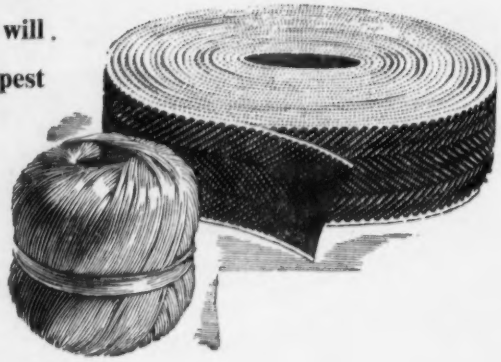

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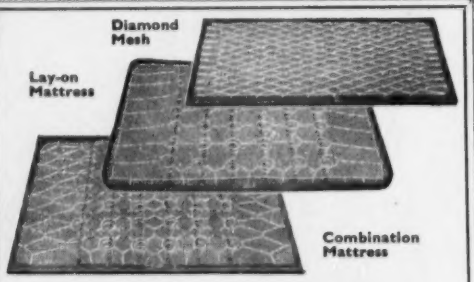

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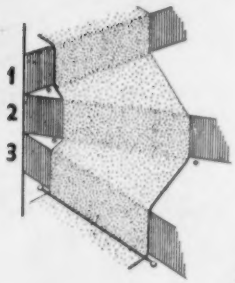

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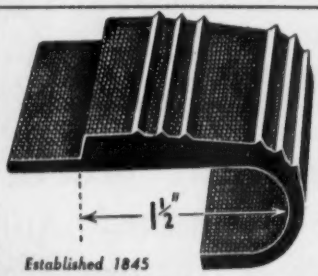

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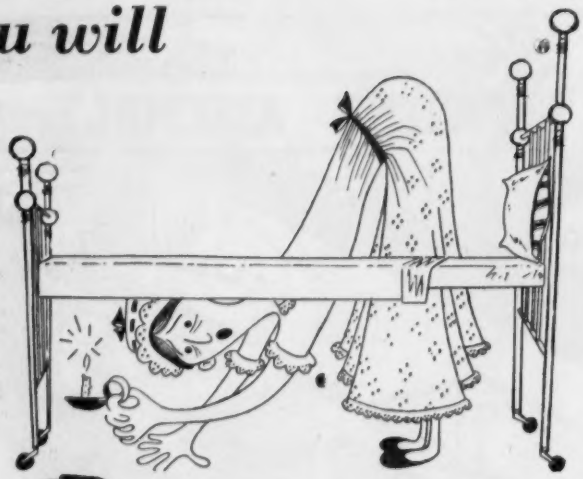

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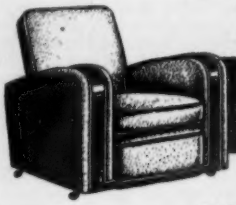

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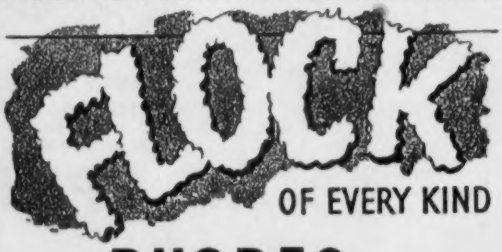

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"Situations Vacant" and "Wanted" and "Representatives Wanted"—2/- a line.
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All other Headings—2/6 a line, approximately six words. Box Number Advertisements—address counting as one line plus forwarding charge of 1/-. Display panels 30/- per inch, 25/- per ¾ inch. Address: 180 Fleet Street E.C.4. 'Phone: CHAncery 8344.

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SITUATIONS VACANT

THE ENGAGEMENT OF PERSONS ANSWERING THESE ADVERTISEMENTS MUST BE MADE THROUGH A LOCAL OFFICE OF THE MINISTRY OF LABOUR OR A SCHEDULED EMPLOYMENT AGENCY IF THE APPLICANT IS A MAN AGED 18-64 INCLUSIVE OR A WOMAN AGED 15-59 INCLUSIVE UNLESS HE OR SHE, OR THE EMPLOYMENT, IS EXCEPTED FROM THE PROVISIONS OF THE NOTIFICATION OF VACANCIES ORDER, 1952.

SLEEPY VALLEY (BEDDING), LTD. A progressive manufacturer of spring-interior mattresses and divans require a keen and energetic representative for London and Home Counties north of the Thames. A first-class man with connections in this territory would find this a job with high earning possibilities. Remuneration is by a drawing account against commission. — Fullest possible details to Sales Manager, Sleepy Valley (Bedding), Ltd., Weymouth Terrace, London, E.2.

A VACANCY occurs for Sales Manager, aged 30-40, with upholstery firm situated London. Must be enthusiastic, a confident and proved salesman in addition to possessing executive qualities and the ability to reorganise, inspire and lead a sales team. Current practical sales experience in a competitive retail market is essential. Actual manufacturing experience preferred but not essential if other conditions are fulfilled. The post is permanent, carries good salary with incentive bonuses, and has excellent prospects. Applications with full details of present post, experience and salaries earned will be treated in strict confidence.—Box No. 9333 Furnishing World 180 Fleet Street E.C.4.

CARPET SALES MANAGER. Applications are invited from men of first-class experience, used to large turnover. Must be able to run own department, workshop, and control buying. Excellent opportunity in this not yet complete branch. Ability to promote sales, and special display for own department essential. Salary and commission £1,000 p.a. Present holiday arrangements honoured.—Write, giving detailed particulars and enclose photograph, to Mr. G. E. Dubber, Wades Furnishing Stores, Ltd., 10 Oldham Street, Manchester.

EXPERIENCED SALESMAN required for new branch shop in Surrey.—Write giving details of age, experience and salary required.—Box No. 9332 Furnishing World 180 Fleet Street E.C.4.

SITUATIONS VACANT

FOREMEN required for London Woodworking Factory. Excellent opportunity for experienced men.—Write, giving full details of past experience, in confidence, to Box No. 9335 Furnishing World 180 Fleet Street E.C.4.

FIRST SALESMAN required for busy N. London district. Fully experienced and used to large figures. Excellent salary and commission given. Sound prospects.—Box No. 9328 Furnishing World 180 Fleet Street E.C.4.

FULLY QUALIFIED furniture salesmen required for new branches opening in the Birmingham area. Must have had experience in all classes of H.P. trade.—Apply in writing, stating experience, etc., to Area Supervisor, Dale Forty & Co., Ltd., 80-84 New Street, Birmingham.

FURNITURE. Cabinet Salesman required —must be experienced and used to good-class trade. Holiday arrangements respected for this year.—HARRISON GIBSON, Ltd., High Street, Bromley, Kent.

FURNITURE ARTIST required by leading London agency. Permanent position. Would consider holiday this year.—Write in first instance giving brief details of experience and salary required to: Studio Manager, Alfred Bates & Son, Ltd., 130 Fleet Street, E.C.4.

FURNITURE and BEDDING. Experienced salesman required.—T. B. & W. Cockayne, Ltd., Sheffield.

GENERAL SALESMAN required for soft furnishings at our Weybridge branch. Must have thorough knowledge of the trade.—Apply in the first instance to G. W. Ransom, Ltd., 55-60 Hill Road, Wimbledon, S.W.19.

HARRIS LEBUS, LTD., furniture manufacturers, invite applications for appointments as trainees for eventual outside representation. Applicants should be aged between 23 and 32, of excellent character, well educated and keen on selling as a career. Training period involves duties initially at head office and subsequently in the provinces.—Write, giving full details of previous employment and present salary, to Sales Manager, Harris Lebus, Ltd., Finsbury Works, Tottenham, N.17.

SITUATIONS VACANT

HATCHER & SONS, LTD., Taunton, require an experienced furnishing salesman with ability to serve through, cabinets, carpets and softs. Good class county trade.

MAN REQUIRED by furnishing fabric wholesalers' house for clerical duties. Able to keep stock records. Experience preferred.—Write Box No. 9321 Furnishing World 180 Fleet Street E.C.4.

MANAGER required, fully experienced for well-established business, Walthamstow. Must have initiative and used to large figures. Unlimited prospects. Excellent remuneration.—Box No. 9327 Furnishing World 180 Fleet Street E.C.4.

MANAGER/SALES required for London furnishers; must be alive and have initiative. — Apply in writing, stating salary required, etc., to Box No. 9334 Furnishing World 180 Fleet Street E.C.4.

MATTRESS CUTTER, fully experienced in most economical methods of cutting, for Department producing large number of cases, required by progressive Bedding firm. Highest salary paid to man or woman able to take responsibility of this Department.—Box No. 9326 Furnishing World 180 Fleet St. E.C.4.

SMALL Private Company who has been allocated a site in Bristol's New Shopping Centre, has vacancies for Branch Manager and two Assistants. Must have knowledge of Floorcovering and Bedding, good opening and prospects for enterprising men. Full particulars, age, experience and salary to Box No. 9329 Furnishing World 180 Fleet St. E.C.4.

SOFT FURNISHING. Experienced Salesman required for progressive dept. Knowledge of Carpets and Cabinets an advantage.—Staff Manager, Garroulds, 150-162 Edgware Road, W.2.

WORKS MANAGER required for London Precision Woodworking Factory. Very high salary rate and bonus for first-class man.—Write, giving full details of experience, to Box No. 9336 Furnishing World 180 Fleet Street E.C.4.

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REPRESENTATIVES WANTED

BEATALL FURNITURE Ltd., manufacturers of the largest range of planned kitchen furniture in the country, require representative for DURHAM and NORTH EAST YORKSHIRE. Must be car owner with established connections and carrying not more than one other house.—Fullest details in writing to Managing Director, Beatall Furniture, Ltd., Penhall Road, Charlton, London, S.E.7.

BEDDING REPRESENTATIVE required for Midlands area, age 30-45. Must have sound bedding connection; own car; salary, commission and expenses.—Box No. 9303 Furnishing World 180 Fleet Street E.C.4.

EAST ANGLIAN representative required for upholstery, occasional furniture, wood beds, etc. This is a full-time appointment on an established territory, and is available only through ill-health.—Replies in strict confidence to Managing Director, Crosbie, Marriner & Co., Ltd., of 74-76 Tabernacle Street, London, E.C.2.

FIRST-CLASS REPRESENTATIVES REQUIRED BY **ESTABLISHED LEADING** MANUFACTURER WHO REQUIRES REPRESENTATIVES TO SELL VERY COMPETITIVE AND WELL FINISHED CHINA AND COCKTAIL CABINETS, SECRETAIRES, BUREAUX, COFFEE TABLES, ETC., ETC.:

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SOUTH WALES
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DINING ROOM SUITES. REPRESENTATIVE REQUIRED FOR THE FOLLOWING TERRITORY:

LANCASHIRE AND CHESHIRE

THIS VACANCY IS CAUSED BY RETIREMENT, AND WILL BE OFFERED TO A REPRESENTATIVE OF PROVED ABILITY WHO MUST HAVE FIRST CLASS QUALIFICATIONS: NO OBJECTION TO SUCCESSFUL APPLICANT CARRYING A SECONDARY NON-COMPETING HOUSE. ALL APPLICATIONS IN THE STRICTEST CONFIDENCE. PLEASE STATE AGE AND EXPERIENCE.—BOX No. 9330 FURNISHING WORLD 180 FLEET ST. E.C.4.

REPRESENTATIVES WANTED

OLD-ESTABLISHED manufacturers require representative for competitive lines on commission basis; wood bedsteads, spring mattresses, dining and occasional furniture; London area North of Thames, Bucks, Herts, Essex, Middx.—Box No. 9331 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE required by C. Garrett & Company, Limited, Pollard Row, London, E.2; North London area; upholstery and fireside chairs.

REPRESENTATIVE required by important firm of importers and wholesalers of upholstery fabrics to call on manufacturing upholsterers for London area and and High Wycombe; also representative for provinces; must be well known to all buyers, used to substantial business, energetic, good appearance; excellent opportunity.—Write in confidence, Box No. 9317 Furnishing World 180 Fleet Street E.C.4.

REPRESENTATIVES wanted for the South of England, Yorkshire and Scotland, for china cabinets, on a commission basis.—Box No. 9337 Furnishing World 180 Fleet Street E.C.4.

SITUATIONS WANTED

CABINET MAKER SETTER OUT. 26 years practical experience all types of furniture, office, shop fittings, seeks change.—Reply Broughton, 89 Dennett Road, Croydon, Surrey.

RETAIL MANAGER (under 40), keen and energetic, feels scope is limited in present position. Desires situation with progressive firm. Anywhere considered.—Box No. 9340 Furnishing World 180 Fleet Street E.C.4.

AGENTS WANTED

AGENTS REQUIRED by manufacturers of high-grade interior-spring cot mattresses and pillows to offer very competitive lines on commission basis; all areas U.K. —S. Tager & Co., 6 Bowl Court, Shoreditch High Street, London, E.C.2.

UPHOLSTERY FABRICS and SUNDRIES. Old established house require agents for South Wales and Bristol area; also Edinburgh and East Scotland. Commission basis and all possible assistance given to suitable applicants.—State age, experience and ground covered, in first instance: Box No. 9312 Furnishing World 180 Fleet St. E.C.4.

AGENTS WANTED IN ALL AREAS BY LEADING MATTRESS BUTTON AND VENTILATOR MANUFACTURER. STATE AREA COVERED.—BOX No. 9323 FURNISHING WORLD 180 FLEET STREET E.C.4.

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WHY LOSE BUSINESS? Offer your clients credit facilities. For finance, extra security, expert advice, apply to S. S. Parmill, Ltd., 37, 38, 39, 40 Cheapside, E.C.2. CITy 3353 (six lines).

PREMISES WANTED

FURNITURE SHOPS wanted, chain or single units (leasehold or freehold). H.P. accounts and stock purchase if so desired. —BRADBURY (FURNISHERS), LTD., EDGWARE ROAD, THE HYDE, HENDON, N.W.9.

LARGE OR SMALL chain of shops required suitable for the sale of furniture and radios, etc.; also interested in single units, situated in main thoroughfares in busy industrial districts or towns throughout the country; would consider long leases or purchase of property.—Details to Box No. 9108 Furnishing World 180 Fleet St. E.C.4.

PREMISES REQUIRED in good position or would consider taking over existing business with satisfactory turnover and prospects. All communications treated in strictest confidence.—Box No. 9297 Furnishing World 180 Fleet Street E.C.4.

BUSINESSES FOR SALE

FURNITURE. Main road, good position, 70 ft. front; living accommodation—3 bedrooms, lounge, bathroom, kitchen, parlour, garden, garage; 20 years lease, £2,250 a.a., Twickenham, Middx.—Box No. 9304 Furnishing World 180 Fleet Street E.C.4.

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AN OPPORTUNITY OCCURS OF ACQUIRING A GROUP OF FURNITURE SHOPS SITUATED IN IMPORTANT TOWNS AND GOOD SHOPPING AREAS.—BOX No. 9313 FURNISHING WORLD 180 FLEET STREET E.C.4.

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MACHINERY FOR SALE

A "DANCKAERT" 24 in. motorised triple-drum sander, two electric motors, 400 volts, three-phase and motors, in good running order. Reasonable price.—Phone Maryland 2551.

FOR SALE. Carding machine, hand or power. Excellent condition. Bargain £40.—E. J. Cooper, 29 Friern Barnet Road, New Southgate, N.11.

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ONE MODERN pre-formed Border Stitching machine; also one Spuhl knotting machine and one Brookes knotter. All machines can be seen working.—Multi-Spring (Nottingham), Ltd., Moore Gate, Beeston, Nottingham.

OVERHAND PLANER (14 in.)
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2 Sliding Table Cross-cut Machines
1 3 ft. Band Saw
1 Thicknesser (26 in.)
1 Sander
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1 Spindle Moulder
1 Drilling Machine
—Write Box No. 9318 Furnishing World 180 Fleet Street E.C.4.

NEW VALJOH auto dowel and end-forming machines for sale. Motorised, capacity up to 1½ in.—Full details: F. J. Edwards, Ltd., 359 Euston Road, London.

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Robinson 26 in. motor-driven saw-bench. Depth of cut 10 in.
Wysong & Miles, No. 284, hollow chisel mortiser, motorised, max. thickness in clamp 8½ in.
24 in. Robinson YD/T bandsaw, motorised, tilting table.
Danckaert 31½ in. x 9 in. panel planer and thicknesser.
Danckaert twin-head heavy-duty chain and hollow chisel mortiser, capacity 11 in. x 10 in.

F. J. EDWARDS LTD.
459 Euston Rd., London, N.W.1. *Eus 4681*
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FOR SALE

LARGE QUANTITY unused plastic handles for disposal at reduced prices.—Box No. 9316 Furnishing World 180 Fleet Street E.C.4.

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RECONDITIONED ex-Army huts and manufactured buildings; timber, asbestos, Nissen type, hall type etc.; all sizes and prices.—Write, call or telephone: Universal Supplies (Belvedere), Ltd., Dept. 46 Crabtree Manorway, Belvedere, Kent. Tel: ERIth 2948.

SPONGE RUBBER, large quantity almost new in rolls 36 in., 20 in. and 16 in. wide approximately, ⅜ in. thick, at 1s. 5d. per square foot.—Dart Aircraft, Ltd., Market Place, Chalfont St. Peter.

WE CAN OFFER all types of Textiles, Grey Cloths, Industrial and Protective Clothing, Cleaning Rags, etc. Please send enquiries to: Surplus Textiles, 32a Booth Street, Manchester 2. Cen 2849 and 5547.

15 STEAM HEATER batteries, 4 ft. x 4 ft. copper tubes; excellent condition; suitable for factory heating; complete with floor stands and 18 in. lengths of ducting with cowls.—Apply F. Wrighton & Sons, Ltd., Billet Road, Walthamstow, E.17.

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HOME-GROWN mixed hardwoods required, 2 in. and 1½ in.; also dry beech, 1 in., 1½ in., 2 in. and 2½ in.; home-grown or imported.—Price to Box No. 9319 Furnishing World 180 Fleet Street E.C.4.

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WANTED. Job stocks or furniture; any area; spot cash; we collect.—Ro-La Furnishing Co., Ltd., 155 Bethnal Green, London, E.2. (Bishopsgate 8623).

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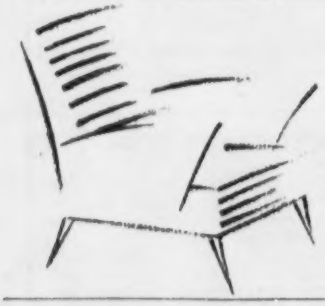

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